INTERNATIONAL MOTION PICTURE

EXHIBITOR

APRIL 1, 1970

IN THREE SECTIONS
THIS IS SECTION THREE

ANNUAL THEATRE CATALOG EDITION

The Annual ***EQUIPMENT ENCYCLOPEDIA and BUYERS' GUIDE*** *. . . as prepared each year by the skilled Editors of the* ***PHYSICAL THEATRE—EXTRA PROFITS*** *Department.*

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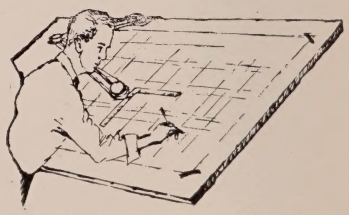
THE WORLD'S LEADING AUTHORITY ON THE PHYSICAL THEATRE BUILDING . . . DESIGN, CONSTRUCTION, MAINTENANCE, MANAGEMENT, EQUIPMENT AND REFRESHMENTS

1970

PEREY HAS SUCCESSFULLY AUTOMATED THEATRES FOR YEARS

CASHIER TURNSTILE SYSTEM—In this effective yet simple operation, the cashier collects admissions and permits patrons to pass through the Perey Theatre Turnstile for entrance into the theatre. No tickets or Ticket Taker are required. The turnstile automatically registers each admission as the patron passes through, thus giving a positive check against the cashier's receipts. The turnstile is usually furnished with two registers to record children's admissions as well as adults. A child indicator is illuminated to show each child admission that has been registered. This theatre admission system is designed to take a minimum of space. The Perey Theatre Turnstile is of the two passage type, permitting free exit at any time. Illustration in the center is typical of the cashier turnstile system.

TURNSTILE and TOKEN SYSTEM — A modern innovation in theatre admission systems which requires a minimum of employees for operation. Using Perey "Coin-passors," turnstiles that accept admission in the form of metal tokens, Adults, Children and Pass Patrons are automatically permitted to enter the theatre after each has deposited the proper token in the turnstile. Tickets and Ticket Takers are eliminated in this system. The Refreshment Stand Clerk doubles as token cashier during the slower periods. Illustrated above is a typical installation using one turnstile for child admissions and the other for adults.



APPLICATION ENGINEERING—Planning an efficient theatre entrance and exit control involves technical problems that must be solved correctly. Perey Application Engineers, with over a half century of experience in the design of turnstile systems, offer their services in the solution of your problem.

PEREY TURNSTILES

106 East 41st Street New York, N. Y. 10017

EDITORIAL FOREWORD

IT IS AN INTERESTING paradox that when the motion picture industry was building its largest theatres, screen sizes were popularly of the thumbnail proportions duplicated by the first tv set manufacturers.

There was nothing odd in finding a 14 × 20 ft. screen in a 3,000 seat pleasure dome of palatial proportions and decor.

The advent of Cinerama, followed by CinemaScope and 70 mm film and wide screens, worked to create a certain amount of confusion among the architects and engineers charged with design of a new theatre. Additionally, inventors and producers sought technical devices which might further dramatize the visual impact of screen presentations.

The desire for large pictures assumed the proportions of a true mania, and quite often the theoretical and physical limits to the size one may magnify a small patch of celluloid on a theatre screen were forgotten to the detriment of quality projection.

With the recent introduction of the mini or intimate theatre, the industry and its theatre builders and designers have a golden opportunity to apply many lessons learned in the past.

Anyone who has had occasion to watch a great number of films in a small, intimate screening room equipped with a projection and sound system specifically for this purpose will share the notion that there is nothing wrong with a small picture, provided it is sharp and steady, and the viewer can sit at a relatively close distance to the screen.

Technicians and designers can make the small theatre a veritable jewel of projection quality if they will heed the lessons of the past and utilize modern projection instrumentation. Progressive exhibitors will not only encourage but demand that their new theatres achieve this technical perfection.

It all boils down to the fact that audiences no longer respond to bigness—be it in picture size or budget figure. Quality is what turns them on, and quality is what theatre designers and film-makers must pursue. It is both a challenge and an exciting opportunity.

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Annual

THEATRE CATALOG EDITION

OF MOTION PICTURE EXHIBITOR

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Advertising Director

1970
EDITION

FOX TWIN CENTRAL PARK

• *San Antonio, Tex.*

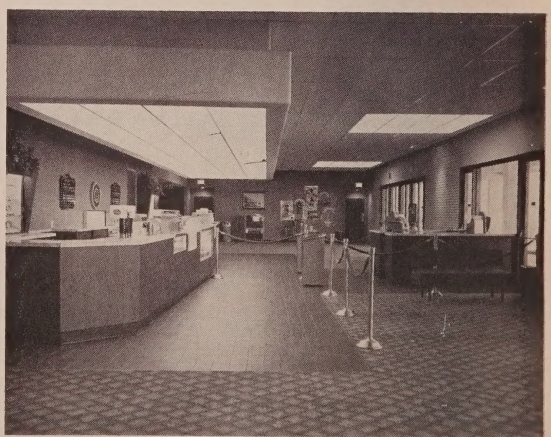
Patron Comfort, Automated Projection Enhance New Deluxe NGC Southwest Facility

Aerial view of the Fox Twin Central Park Theatres in San Antonio. Continuous sculptured canopy along entire front provides patrons with protection from weather.

EQUIPMENT CREDITS

CARPETING	Alexander Smith
CHAIRS	American Seating
PROJECTORS, MAGAZINES, OPTICAL SOUND SYSTEM	Simplex
SPEAKER SYSTEM	Altec
SCREENS	Walker
LENSES	Kollmorgen (CinemaScope and wide screen)
SPOTLIGHT	Strong Trouperette
SIGN LETTERS	Bevelite
LAMPHOUSES, REFLECTORS	Strong (Futura II and Tufcold)
RECTIFIERS	Hughes
AUTOMATIC ELECTRIC REWINDS, ALUMINUM REELS	Goldberg
FILM SPLICER	Griswold
PROJECTION SYSTEM	NTS PEC 1000 (automated, electric control)

The two theatres, one with 825 seats and the other with 812, are impressive additions to the San Antonio movie scene. Bold and colorful attraction panels provide show information.



Seen here are the spacious twin lobbies. An island type ticket counter serves both theatres from a single location. The spacious concession counters are also designed to accommodate both houses.

The Fox Twin Central Park Theatres, located in the Central Park Shopping Center, San Antonio, is an impressive addition to the National General Corporation's expanding theatre circuit. The deluxe facility has two theatres, one with 825 seats and the other with 812.

A continuous sculptured canopy along the entire 130-foot front of the beautiful twin complex provides patron protection during inclement weather, and ample parking facilities are available immediately adjacent to the building.

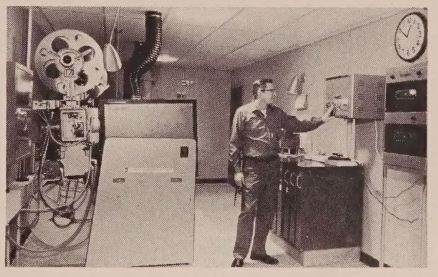
An island type ticket counter in the beautifully furnished lobby area serves both theatres from one location and utilizes National Cash Register automatic ticket printing machines. The twin lobbies are elegant in scale with spacious concession counters to accommodate both theatres.

The impressive twin complex is equipped through National Theatre Supply Company with all of the latest motion picture theatre presentation equipment. The newest automated projection equipment and wall-to-wall 24×48 foot screen highlight both theatres. Scientifically controlled refrigerated air-conditioning and heating provide the utmost in comfort for patrons.

The heart of the theatres is the automated projection booth, which features National Theatre Supply's PEC 1000 automated projection electronic control system and programmer control. The system starts, changes over, and stops the projector and controls house lights, front curtain, and masking screen. It activates with a simple start-button that can be remotely located anywhere in the theatre. Six pre-set position switches can program up to two complete shows, and the unit is available with an optional intermission timer. Indicator lights provide immediate identification of the operational stage, and in case of emergency, the system can go into manual operation. The PEC 1000 system is designed with solid state electronics for greater reliability.

Architecture of the Fox Twin Central Park Theatres was designed by Pearson, Wuesthoff and Skinner of Los Angeles, with Johnson and Dempsey of San Antonio as associate architects. General contractor was Wallace L. Boldt of San Antonio. Morris D. Jaffee is the builder-developer of the Central Park Shopping Center. The twin structure was under the supervision of J. Walter Bantau, Los Angeles, construction supervisor for NGC's Theatres Corporation, assisted by Robert G. Baker of NGC's Denver office and John Tartaglia of NGC's Los Angeles office. The firm presently operates theatres in several Texas cities, including San Antonio, El Paso, Lubbock, and Amarillo, and is presently building a twin complex in Corpus Christi.

Projection equipment in the Fox Twin Central Park Theatres is automated. Wall-to-wall 24×48 foot screens in both houses provide the finest possible picture for patrons of the beautiful showplace.



The automated projection booth features National Theatre Supply Company's PEC 1000 automated projection electronic control system and programmer control.

View from the screen toward the back of the theatre provides over-all view of tastefully designed and appointed auditorium. Seats are staggered to provide favorable viewing angles for filmgoers.

COLORFUL FRONT OF HOUSE OF THE ABC FILM CENTRE, EDINBURGH, SCOTLAND.

3-IN-1 THEATRE COMPLEX FOR EDINBURGH, SCOTLAND

New Film Centre Created At Site Of Former 2800-Seat ABC Theatre Provides Roadshow, General, Intimate Entertainment

The new ABC Film Centre, Edinburgh, Scotland, has been created within the former 2800-seat ABC, Lothian Road.

The canopy, faced with vertical fluted aluminium panels, surmounts the new entrance and has random pin-spot lighting to the sofffit in white aluminium sheeting. Radial silver anodised strips form a visual "lead in" from the edge of the canopy to the aluminium framed entrance door suite.

The doors are flanked by stainless steel tiled reveals and column facings, and the whole is matched on either side with illuminated publicity panels divided to indicate the separate programs at each of the three cinemas, denoted both by color and by number.

The predominant feature of the main foyer is the completely circular rotunda with its continuous "ring of light" suspended box pelmet giving up and down lighting to the area.

The rotunda is flanked on both sides by white mosaic panels with the paybox windows inset. These windows incorporate colored felt category boards and "Automaticket" machines set in pale grey plastic linings.

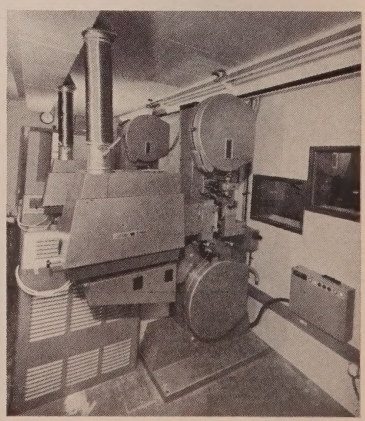
Leading off the foyer are the main staircase to ABC 1, and through polished hardwood doors to the foyer entrance to ABC 2 and ABC 3, all indicated by illuminated colored signs.

Panels above the swing doors indicate again the relevant theatres and form the basis of a color scheme for the lower foyer.

The lower foyer has curved screen walls, leading in a wide sweep round to the lobbied entrance-ways to ABC 2 and ABC 3, both having individual color indicator panels above them.

Leading off the lower foyer is the foyer bar, sumptuous and relaxed.

The main entrance hall of the ABC Film Centre, Edinburgh, showing the sales kiosk and approaches to the three beautiful cinemas.



Projection room of ABC 2, showing the Philips multi-purpose 70/35mm projectors.

The main staircase ascending from the rotunda has concealed illumination to the center handrail. At the head of the stairs, a further set of glazed polished hardwood doors open on to the first level concourse with its entrance doors to ABC 1.

The concourse lounge contains a complete unit incorporating a cloakroom, sales kiosk, and soft drinks bar, all faced with white mosaic and plastic and with illuminated fluorescent perspex giving lighting and adding a touch of sparkle to the whole scene. This sparkle is reflected over the area by narrow strips of mirror applied to the vinyl wall covering.

The high level bar, glimpsed through the glazed vision panels over the main staircase, has an air of grandeur with its heavy purple drapes and black upholstered seating arranged in units around the perimeter wall.

ABC 1

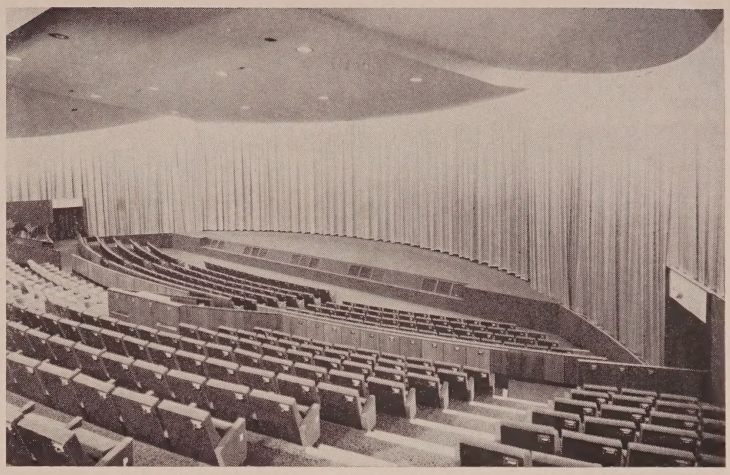
This auditorium is a stadium type with 870 seats which includes 52 special Pullman chairs, providing the maximum in comfort.

The theatre is entered through two large sapele-panelled vomitories, which are carpeted with guardsman red Wilton. This carpet continues over the whole auditorium floor and walls, with seating fabric in matching red and grey stripes.

Rich copper-bronze curtains form a sweeping crescent embracing the side walls to the stage. The curtains are softly lit with concealed copper lights along their top edge.

Bold abstract plaster shapes have been used in the formation of a main ceiling design which create dramatic sweeping profiles to the crescent curtains.

The projection suite contains two Philips' DP. 70 multi-purpose 70/35 mm. projectors, together with a transistorised six-track sound system and Futura water-cooled carbon arc projection lamps.



The auditorium of ABC 1 has 870 seats, including 52 special Pullman chairs.

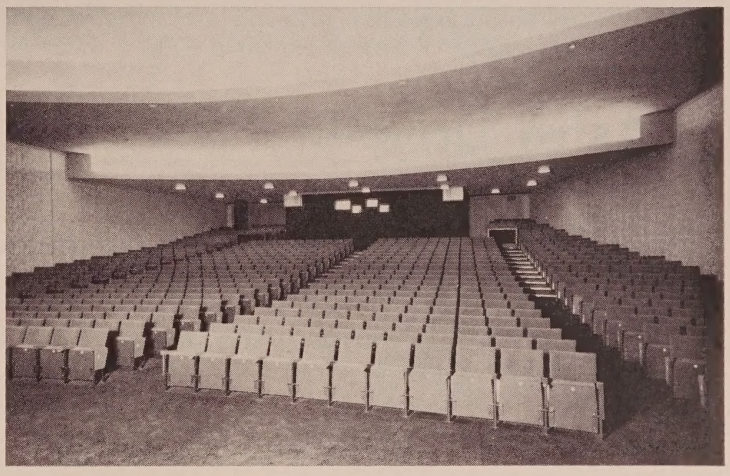
ABC 2

The ABC 2 is entered from the ground floor foyer through two illuminated entrances. The color keynote for this theatre is the electric blue screen curtains which sweep the full width of the auditorium.

Royal blue Wilton carpet to the floor and projection wall compliment the curtains. A note of contrast has been effected by the use of yellow and grey striped covering on the 738 seats.

The projection suite contains two Philips' DP. 75 projectors for both 70 and 35 mm. with two new Philips' 2.5 kw. Xenon lamp houses, the first to be installed in Scotland. The sound amplifier is the fully transistorised type OMA 6.

The suite also contains the Philips' projecta-wind, non-rewind apparatus—another first in Scotland.



Auditorium of ABC 2 has 738 seats covered in yellow and grey striped material.

ABC 3

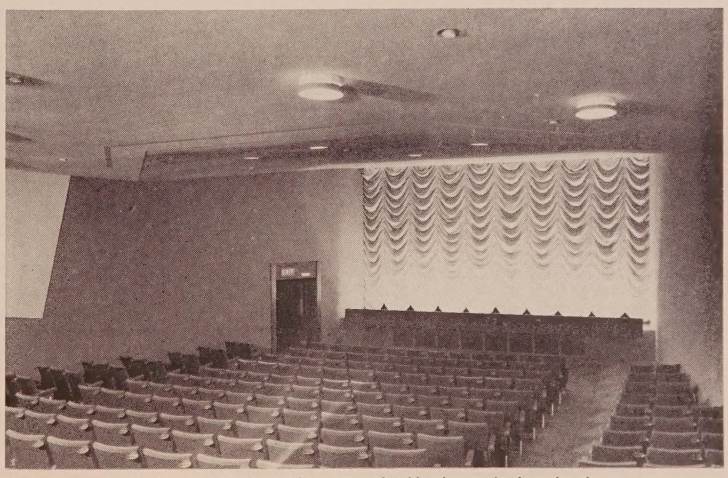
This is a small and intimate theatre with 323 comfortably spaced chairs all finished with warm bronze and grey striped covering.

Golden bronze is the color theme for the auditorium, with the walls, ceiling and carpet colors carefully chosen to create a pleasing monotone scheme and intimate atmosphere.

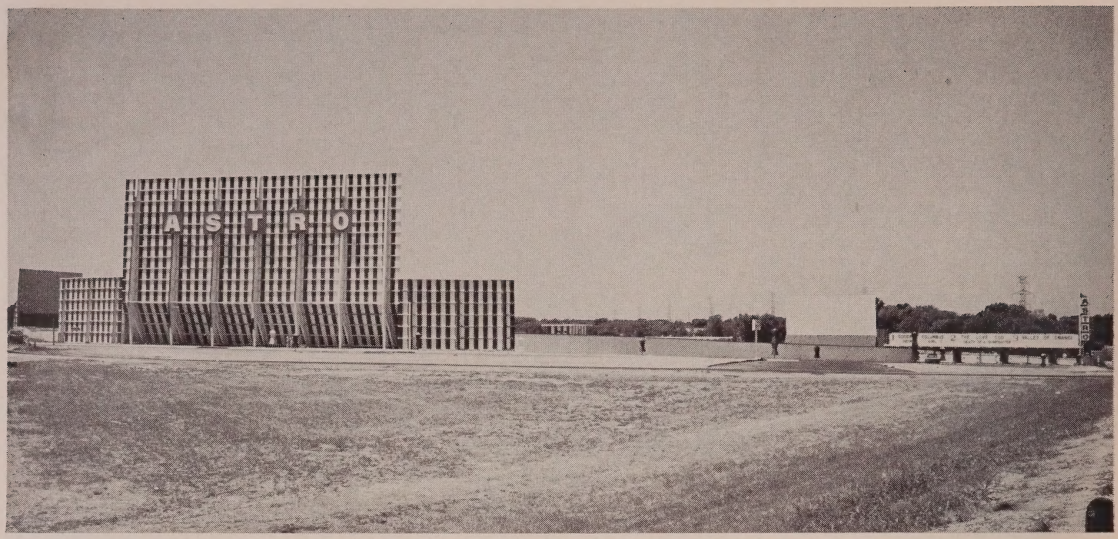
Again curtains have been used as the focal point in the form of a festoon drape taken from wall to wall in a copper-bronze material, all enhanced by carefully concealed color lighting at two levels.

The projection suite contains two FP. 20 35 mm. projectors, with two Philips' 1.6 kw.

(*Continued on page* 31)



Auditorium of ABC 3 has 323 seats, and golden-bronze is the color theme.



OVERALL VIEW OF McLENDON'S TRIPLE SCREEN ASTRO DRIVE-IN, OAK CLIFF, TEX.

Astro Drive-In • *Oak Cliff, Tex.*

Triple screen complex proves multi-cinema has as much appeal to auto trade as it does to conventional theatre patrons everywhere.

Entrance to triple screen drive-in channels automobiles into proper lanes for each of the viewing areas. A four inch asphalt covering on all paved areas means that the drive-in complex, part of the circuit's current expansion and modernization program, will withstand the ravages of time and weather.

The lavishly stocked and colorfully appointed concession and restroom area provides plenty to look at and enjoy before the show and during intermissions.

B. R. McLendon, board chairman, and Bob Hartgrove, president of the McLendon Theatre Division, are pleased with the success of their triple-screen Astro Drive-In Theatre, Oak Cliff, Tex., near Dallas. This is McLendon's third triple-screen drive-in theatre to be opened in 1969.

McLendon is currently involved in a $100 million expansion program, which has added 13 screens to his theatre division in recent months.

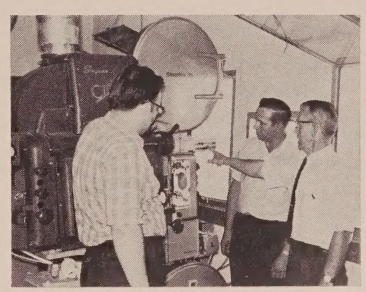
McLendon stated, "When I built the Gemini Twin, which was the forerunner of the newest concept in drive-in theatre entertainment, and which we recently expanded into a triple-screen drive-in, we spared no expense for the finest drive-in in the country with the best projection equipment, sound equipment, and concession equipment money could buy. In our new Astro Drive-In, we have installed the most modern and finest projection equipment on the market today.

"These are the items that are not visible to the theatre-going public, but we, as theatre exhibitors, know that we can not continue having the success that we are having today unless we install the best equipment that money can buy. As in all our drive-ins, we have one of the finest and largest screens of any drive-in in the country. Where most drive-in theatre contractors recommend a two-inch asphalt covering on the parking area, we have put in a four-inch covering. These are little items that the theatre customers do not notice, but we know that, 10 years from now, these drive-ins will be as new and nice as they are today.

The Astro Drive-In has the latest in-car speakers for the best sound; it is also equipped with the latest in-car heaters for the winter months. Concession facilities are completely air-conditioned, and restrooms are spacious and furnished for convenience.

The Astro Drive-In Theatre was designed by Harvey Jordan. The general constructor was Hilton Construction Company of Ft. Worth, which is famous for the building of the original walking screen tower. The screen towers were built by Hercules Steel of Decatur, Tex., and are among some of the largest screens in the country.

The booth operation is completely automated, and the Astro is by far the largest drive-in entertainment complex in Texas to feature such an installation. National Theatre Supply provided the PEC-1000 system of booth automation. Six Ashcraft Super Cinex long burning carbon arc lamps and six 170 ampere Ashcraft 12 phase heavy duty selenium rectifiers were selected to light the three giant screens. The projectors are Simplex XL, the sound system is Simplex-Altec, and the film handling equipment is Nuemade.



Projectionist Ben Hamman, right, and William Mauldin, center, discuss the sequence of operations of the NTS PEC 1000 system of booth automation with Hal Moore, NTS automation technician.

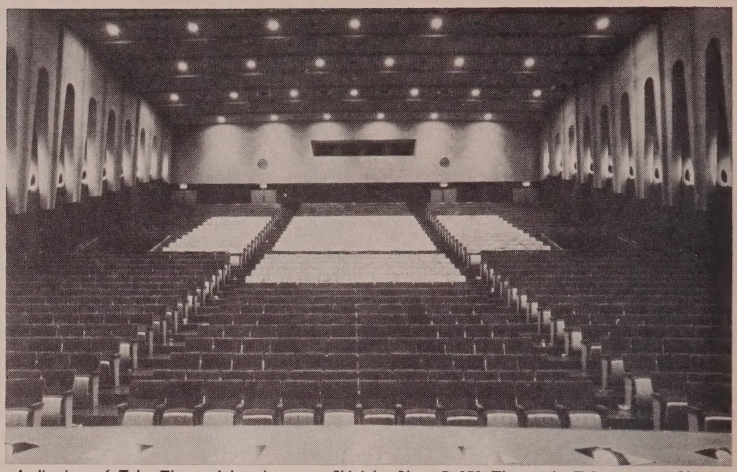
Concession facilities at the modern new complex are completely air conditioned and equipped to handle intermission crowds.

Another view of the spotless concession area, which serves theatregoers on a scale befitting the state of Texas.

SHINJUKU PLAZA

• *Tokyo, Japan*

Toho Theatre Circuit Showcase Features D-150



Auditorium of Toho Theatres' luxurious new Shinjuku Plaza D-150 Theatre in Tokyo seats 1,200 in spacious comfort and plush surroundings.

Theatre patrons in Tokyo were treated to the extraordinary sights and sounds of Dimension 150 for the first time recently. Toho Theatre Circuit—Asia's largest—installed the Dimension 150 All-Purpose Projection System in their impressive new Tokyo showcase, the Shinjuku Plaza Theatre, which opened late in 1969.

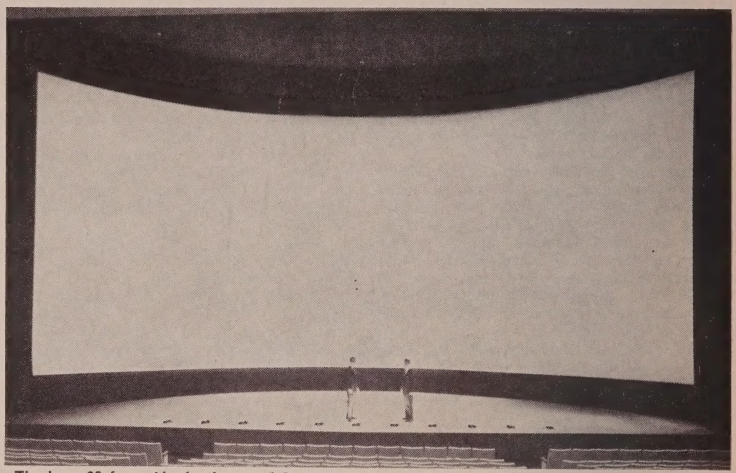
The premiere attraction in this magnificent roadshow theatre was "Once Upon A Time In The West," presented in Dimension 150. This was followed by "Paint Your Wagon," also presented in Dimension 150. Boxoffice receipts indicate the Shinjuku Plaza is approaching new attendance records for hard-ticket engagements in Tokyo.

The impressive theatre has 1,200 luxurious loge seats in a stadium-type auditorium. The huge 80-foot wall-to-wall, deeply curved Dimension 150 screen, in conjunction with specially formulated projection optics, provides a sense of audience participation unknown to Japanese theatre patrons.

Toho engineers worked closely with their Dimension 150 counterparts to provide the best possible Dimension 150 All-Purpose installation. Many exhibitors from Japan and other Asian nations have visited Shinjuku Plaza to view this extraordinary theatre, and to gain first-hand knowledge of the process.

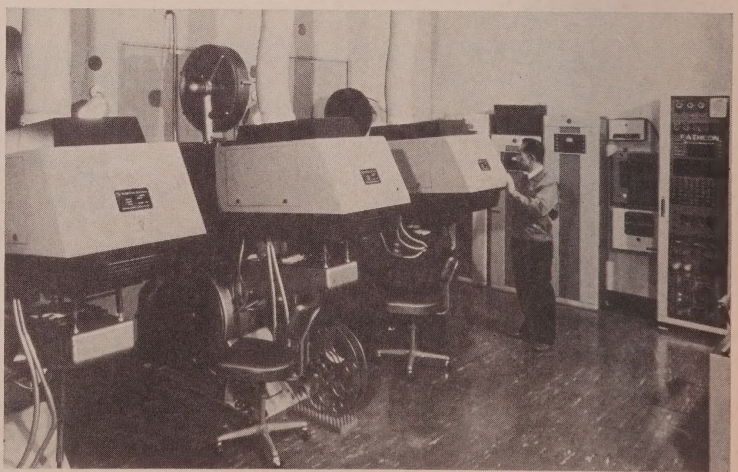
The Toho Circuit executives demonstrated their enthusiasm for the process by making a second installation at Osaka, site of Japan's World's Fair, Expo '70. The Osaka Theatre, at Hankyu Plaza, opened with the same two features in the impressive D-150 process.

Negotiations are currently under way for additional Dimension 150 installations in Japan, as well as neighboring countries.



The huge 80-foot wide deeply curved D-150 screen at the Shinjuku Plaza gives Tokyo citizens their first look at the new wide screen process.

Boxoffice of the striking new theatre shows glimpse of Far East showmanship.



Projection booth features Toshiba equipment. All 70mm films are exhibited in the D-150 process, which heightens audience participation.

We know the "In's and Out's" of Theater Comfort.

The Continental—the new space-saving retractable chair that makes continental-style seating plans grow bigger down every single row. The reason? In its retracted position, the Continental has a front-to-back measurement of less than 19" overall as opposed to an average of 27" to 29" for conventional chairs. The Continental's backs are generously foam-padded. And spring cushioned seats provide the sort of maximum comfort that makes customers come back again and again. For easier ingress and egress, remember the Continental. Patrons will.

Heywood-Wakefield
MENOMINEE, MICHIGAN

Model TC 1377 Heywood-Wakefield's exclusive "Continental". The space saver.

ESQUIRE THEATRE

• *Enid, Okla.*

$400,000. Video Independent 500-seat Rouse provides parking, patron comfort, and entertainment aimed at general audience.

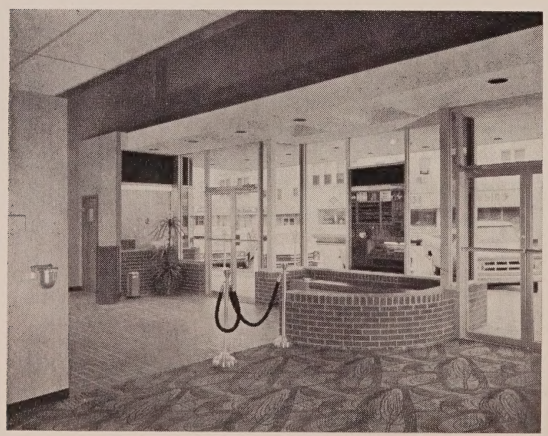
Video Independent's modern new Esquire, Enid, Okla., replaces the old two-floor Esquire, which was destroyed by fire in March, 1969. It is a handsome reconstruction indeed.

The relatively new Esquire Theatre, Enid, Okla., which opened in October of last year, brightened that city's downtown area considerably. Providing parking for 300 cars, the Esquire was built at a cost of $400,000 and equipped for an additional $22,900. It is a unit of Video Independent Theatres. The theatre is of brick exterior, with the boxoffice so situated that tickets can be sold outside in the open air or inside during inclement weather via two separate ticket machines. The lobby area is in the nature of a small circular lounge. The concession area is located directly in front of the theatre entrance and features a variety of items including drinks, candy, ice cream, buttered popcorn, and locally popular corn dogs. The manager's office is equipped with an observation window to keep him appraised of what is going on in the theatre, and sound is also piped in so that he is always aware of the quality of the film presentation.

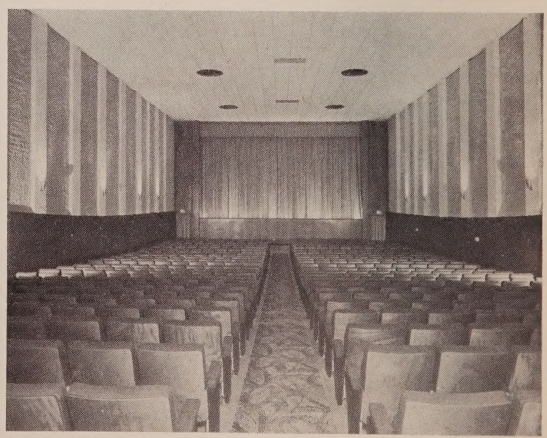
The theatre draws from a population of approximately 39,000. Featured is entertainment aimed at the general audience, and each program (with exceptions, of course) is booked for one week's showing. Architect for the project was Larry Blackledge, Oklahoma City, and contractor was Aztec Construction Company, Norman, Okla. Manager of the Esquire is John Paul Shipley, and district supervisor for Video Independent is William B. Turk.

EQUIPMENT CREDITS

SEATING CAPACITY	500
DRAPERIES AND DECORATIONS	Oklahoma Scenic Co.
SEATS	American Seating
PROJECTORS	Century (35mm)
LAMPS	Carbons, Inc.-Xetron
SOUND EQUIPMENT	Altec
REWINDS	National Golde
SCREEN	Hurley (37½′ × 16′)

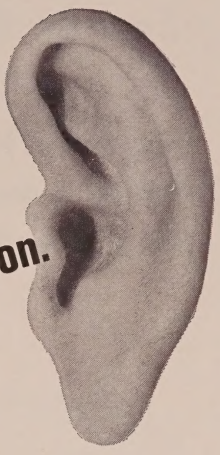


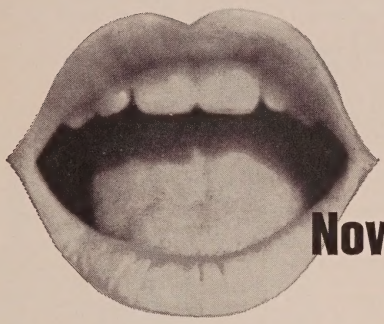
Theatre is of brick exterior. Tickets may be sold indoors or out depending on weather, and a small circular lounge serves as lobby.



The 500-seat auditorium is tastefully decorated and makes excellent use of sidewall lighting for a variety of dramatic effects.

You've heard a lot about projection automation.





Now EPRAD tells it like it is!

After the recent introduction of automatic lamps and large capacity reels, the next logical step in theatre automation was to develop a dependable, low cost system capable of handling all projection booth functions.

And Eprad did it!

We designed our new system, Programatic, to perform all the projection jobs you'll ever want . . . and to do them with reliability second to none. It will change over your picture and sound, stop the outgoing projector, and extinguish its lamp.

What's more, Programatic has a "mind" of its own and uses it to keep your programming smooth, trouble-free.

Examples: it senses incorrectly threaded projectors, broken film or light failures, sounds a warning, then refuses to proceed until the trouble is corrected.

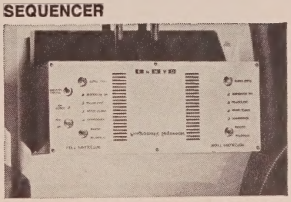
That's true projection automation. But there's more.

Programatic is, as you would expect, Eprad-quality throughout. We build more strength and durability into it than you'll ever need. Contacts are gold-plated. Relays plug in. Every solder joint is hand inspected, and no transistors or complicated electronic circuits are used in its operation.

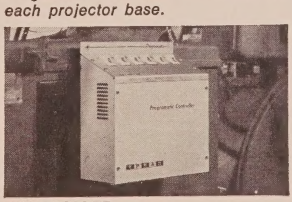
And the price of our system is only $1950 . . . less than half of any other on the market.

So automate your theatre with Programatic, the automated projection system that is for real! For complete details, write us today.

SEQUENCER



Wall-mounted Programatic Sequencer relays functional orders to a Programatic Controller mounted on each projector base.



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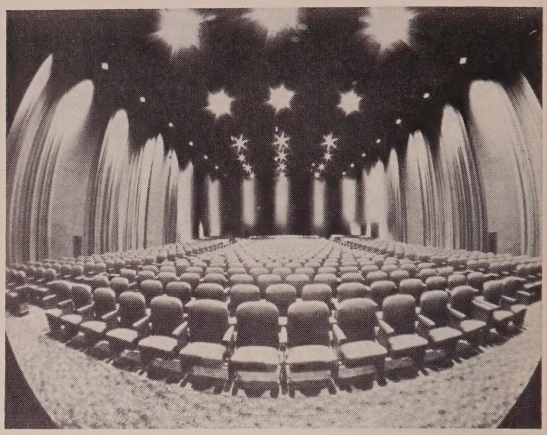
LOEW'S ROUTE 18

• *East Brunswick, N.J.*

New Jersey's Newest Theatre Features modern decor, luxury, and comfort with style



View from the front of the auditorium of the luxurious new Loew's Route 18, East Brunswick, N.J., is captured via a "fish-eye" lens, which gives a decidedly unusual dimension in appearance and lighting. All the wild images are not up on the screen.

New Jersey's most luxurious new motion picture theatre, Loew's Route 18 in the Miracle Mall Shopping Plaza, East Brunswick, is unique in decor and equipment. Joseph Schuler, one of the nation's most imaginative interior designers, conceived the decor, making bold and daring use of strong colors in carpeting, wall fabrics, drapes, and furnishings.

Sure to be a conversation piece among movie-goers is the 40 foot mural in color, featuring movie stars of yester-year.

Rocking chair type seats, upholstered in a red nylon fabric, are commodious and widely spaced. The seats are staggered to permit an unimpeded view of the giant 60 foot wall-to-wall screen from any location.

The carpet pattern is picked up in the mammoth screen draperies and in the auditorium wall decor. The picture projected on the Pearlite screen is framed-in with black masking which automatically adjusts to accommodate the shape of the film being projected.

The 40 foot high structure is of fire resistant, high strength steel with a two-tone brick exterior. The brick used was specially selected to complement the facade of the mall and accent the exterior columns. The front boasts an immense glass wall, revealing the massive mural and richly carpeted lobby.

The auditorium is entirely draped in solid colors of rose, red, gold and orange in alternating panels. These drapes are washed by special quartz-iodine lights producing a highly dramatic effect.

A giant "traveler" curtain extends from floor to ceiling blending with the auditorium wall drapes. It operates automatically.

Imaginative color combinations and special lighting point up the concession area, designed to provide instant service, featuring a host of nationally known products. Parking space for in excess of 900 cars has been provided. The parking area is macademized, lined and fully illuminated.

35/70mm all-purpose projectors from the Century Projector Company have been installed. Ashcraft rectifiers combine with Super-Corelite lamps to achieve perfection in picture brilliance. Bausch and Lomb Super-Cinephor projection and anamorphic lenses are used. A Cine-Focus Film Stabilizer has been incorporated into the projectors. This stabilizer prevents film from buckling and popping in and out of focus.

Newest developments in hi-fidelity sound reproduction have been incorporated into the system at Loew's Route 18 by the Altec and Century companies. "Surround" speakers have been installed for special sound effects.

A two-sided 10 foot by 20 foot Adler type attraction panel, topped by Loew's logo, embedded in running colorful neon strips, is erected on a pylon structure which is visible for a considerable distance in either direction.

Front shot of the new Loew's Route 18 is deceptive in that it provides little evidence of the luxury and beauty to be found inside. To passersby, however, the role of window-shopper can be a rewarding one as the giant mural in the lobby, sure to be a conversation piece, can be seen. Patrons will enjoy identifying their screen favorites of yesteryear.

View of the auditorium from the rear shows the draping of the wall, the front curtain, and the interesting ceiling lighting.

Crowd shot of the lobby provides a close-up look at the giant 40-foot mural which dominates the scene. Is that really Garbo?

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(instead of on, and on, and on)

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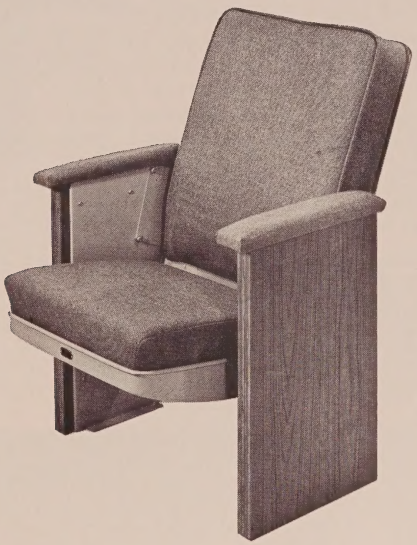

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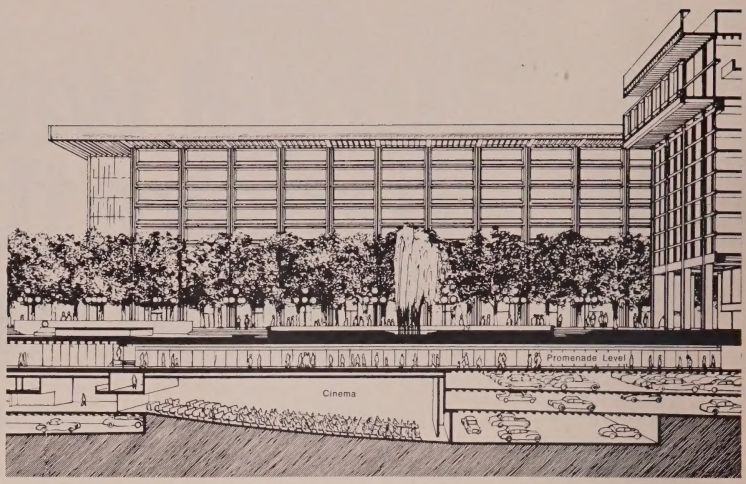
L'ENFANT

• *Washington, D.C.*

Luxury Underground Theatre Provides Variety Of Services for Nation's Capital



The L'Enfant Theatre is located directly under the shopping promenade and adjoins the large parking area which can accommodate 2,300 cars. Located in the heart of the nation's capital, L'Enfant Plaza is a unique urban development.

L'Enfant Plaza is an extensive urban development program in Washington, D.C., which features a complex of office building-hotel-shops and an enclosed mall housing the 826-seat L'Enfant Theatre, a luxury house specializing in reserved seat screen engagements.

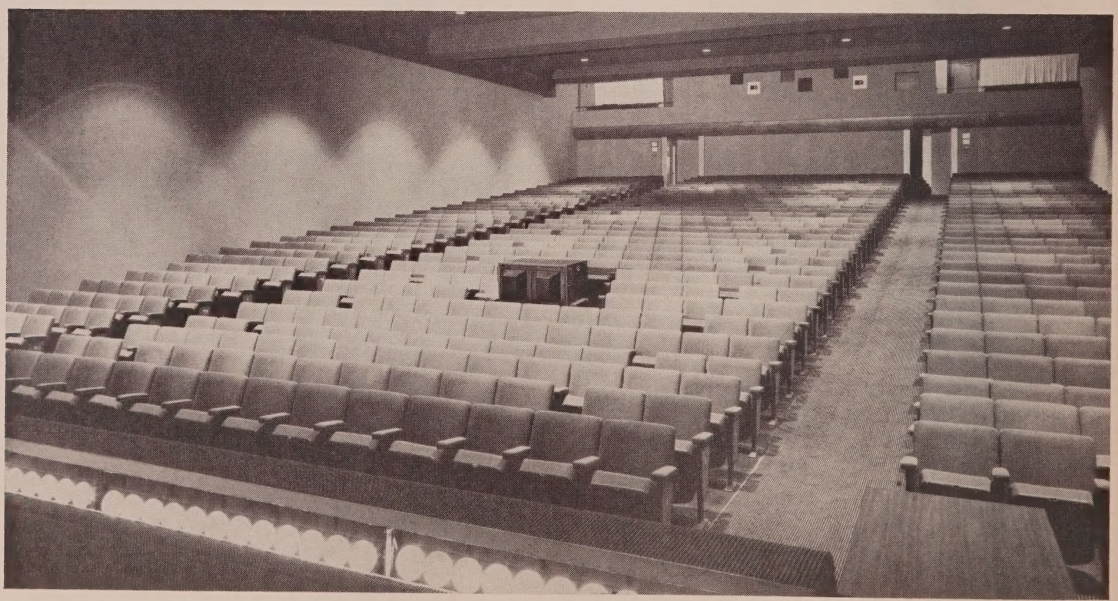
The theatre, located immediately under the mall's promenade level, is in reality more than just a film theatre. When not used for motion pictures, the L'Enfant is a completely equipped communications center for meetings and forums. It has facilities for closed circuit color reception on a 16 × 20 foot screen, color and black and white live television, and foreign language translations in four languages. Entrance to the beautiful house is at ground level via two escalators, and an underground parking area for 2,300 cars is adjacent to the theatre.

The L'Enfant is equipped with Century 35/70mm projection, transistorized sound and automation, Strong Futura lamps and rectifiers, Kollmorgen and Bausch and Lomb lenses, and Mohawk carpets.

The theatre has Heywood-Wakefield chairs throughout—802 TC-1025 models in the orchestra section and 20 TC-706 Rocking Chairs in the VIP lounge upstairs, on both sides of the projection area. All chairs have upholstered arms, and 35 orchestra chairs are connected with brace-bars so that they can be removed in sections if the occasion demands. Downstairs chairs are finished in four upholstery fabrics, adding to the luxurious decor of the house.

Cost of the theatre was $520,000. The entire shopping complex is owned and operated by L'Enfant Plaza Communications Center, Inc., and Al Bruch. Jan Hird Pokorny of New York was architect for the theatre with Ben Schlanger as consulting architect.

The wide range of communications facilities available at the L'Enfant makes it truly one of the nation's unique showplaces.



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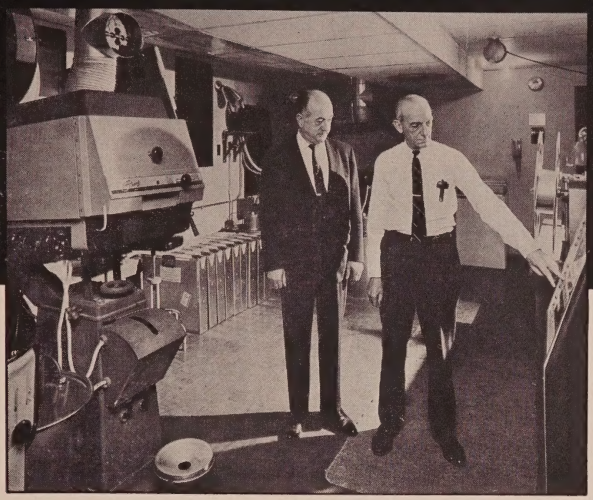
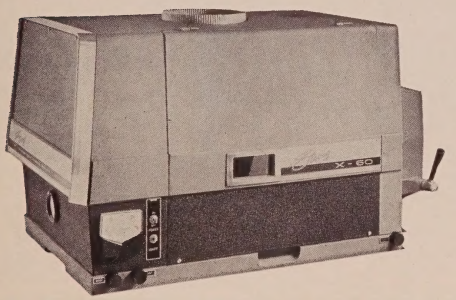


L'Enfant Theatre, Washington, D.C.
An automated booth with FUTURA II Carbon Arc Lamps

Strong Electric, the only manufacturer of both carbon and Xenon projection lamps, has traditionally offered all that is new in projection lamps and all that has been proven dependable and worthy of the consideration of progressive exhibitors. There is a type and model of Strong lamp best suited for any type of screen of any size.



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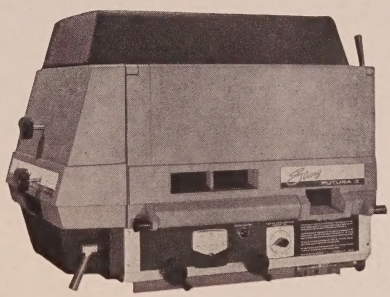

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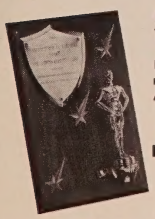

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SMPTE REPORT ON PROJECTION FOCUS DRIFT

Emulsion-in Winding Recommended For Better Projection

By PAUL H. PREO
SMPTE Projection Practice Committee

During the routine projection of release prints, it was noted that there was a focus drift from the head to the tail end of the reel. Because these rolls are focused at 100-foot intervals during the tests, the culminating effect of the drift was not noticeable on the screen. The focus drift was considerable, however, and did indeed affect screen image quality during the projection. There was also an overall day to day drift towards the threshold at which screen image quality could become degraded.

The results of an investigation into the causes of focus drift were published as a paper entitled, "Effect of Winding on the Projection Performance of 35mm Motion Picture Film," in the SMPTE Journal, June 1965. The paper described new information obtained on factors not previously recognized as having an effect on projection performance. These factors are the roll diameter and the orientation in which the film is wound prior to projection.

The film focus effect, however, depends ultimately upon the visibility of the phenomena upon the screen and, therefore, on the degree of uncertainty in film positioning that is tolerated by the depth of focus of the projection lens. It has long been observed in regular theatre operation that lenses of short focal length are less tolerant of film positioning than those of long focal length, that a high-aperture lens is less tolerant than a low, and that a lens of high definition and excellent correction is more critical than one of lesser perfection.

In preliminary tests, it was often observed that during the normal projection of a 2000 ft. reel of film, the optimum focus position tended to change continuously to some extent. While the amount of change in focus varied with many factors, the change was observed to be always in the positive direction (film in aperture moving towards the lens) as the tail end of the reel was approached. If one then took the same reel and projected it tail first, the focus change reversed itself and the various portions of the film still focused at the same position as they did during head-first projection. This fact indicated that the change in focus from head to tail of a reel occurred over and above any changes which may have been caused by the heating of the projector gate and optics and, in fact, that the focus was determined by some physical properties inherent in the piece of film being projected at any given moment. This then suggested that a piece of film at the tail end of a 2000 ft. reel may have different projection properties than a piece of film at the head end of the same reel. To examine this suggestion, accelerated loop projection tests were performed.

Since the severity of the test can be varied at will by changes in projector arc intensity, ambient relative humidity, length of loop, and other factors, it is difficult to establish an accurate correlation between the loop test and actual theatrical projection. Nevertheless, the test is an excellent tool in directly comparing the projection performance of different types of film. It is further a good presumption that the film which survives the harsh loop test should present no problem in the theatre, where projection conditions are much less stringent.

To initiate the test, freshly processed film samples, each 5½ ft. in length, were wound emulsion-out on rolls with diameters of 2, 5, 7, and 10 inches and stored to establish a "core set." Shortly before testing, the samples were made up into 22 ft. loops and projected.

The results of the tests clearly showed that as the diameter of winding became smaller, the projection performance deteriorated. The test further illustrated that while the film at the head end of a roll may undergo only a small change in focus on repeated projection, the tail end of the same roll may undergo a much greater focus change during the same number of projections. Continuing projection of the same samples also showed a day-to-day drift towards the positive side of zero focus where image degradation is encountered in the form of flutter and in-and-out of focus.

It becomes evident as a result of this work that some physical action due to winding—perhaps a result of plastic flow or "core set" within the wound film—is a major influence on projection performance. As a result of this factor, the projection properties of a roll of film deteriorate sharply as the winding diameter becomes smaller.

To study the effect of plastic flow further, a similar set of tests were run on lengths of film from various portions of a roll wound emulsion-in, contrary to present practice. The results indicated some slight deterioration in quality as the winding diameter became smaller, but this deterioration was dramatically less than a roll of film wound emulsion-out. In fact, the projection performance of film wound emulsion-in was shown to be markedly superior to the same film wound emulsion-out.

It was further found that the effects of winding orientation are reversible. A roll of film which has been wound emulsion-out, and shows the characteristic deterioration of projection performance, can be rewound emulsion-in and, in time, because of plastic flow, it will assume the superior projection performance characteristics of emulsion-in winding. Since flow is a reversible, time dependent phenomenon, the effects of plastic set in film are reversible over a long period of time. It was also found experimentally that these particular plastic changes affecting image definition can also be "erased" in rather short order by immersion of the film (except imbibition color print) in moderately hot water. The startling effect of the erasure of plastic memory on projection performance was evident in the test in which a sample of film which had been kept in an emulsion-out winding was projected in a short loop and the film went through zero focus and produced flutter and in- and out-of-focus before projection was terminated. One-half of the film in the loop was then treated by a short immersion in 110°F. water and dried. The treated sample was then spliced back into the loop with the untreated sample and projection was resumed. The results were dramatic since the treated sample behaved normally while the untreated sample continued to behave erratically.

One final experiment was run to demonstrate the effect of winding orientation on projection performance. A length of processed film was treated by water immersion in order to eliminate any plastic set which may have been present due to previous winding history. This length of film was then divided into three sections. One section was wound emulsion-out on a two-inch core while a second section was wound emulsion-in on a similar core. The third section was not wound at all, but simply allowed to lie flat on a bench top.

These three samples were kept for several weeks at normal room temperature in order to allow plastic flow or set to occur in the samples which had been wound on cores. After that time, the standard projection performance test was used and produced dramatic results. The sample which had not been wound at all showed the best projection performance of the three. The sample wound in the emulsion-in orientation showed projection properties which were only very slightly poorer than the unwound check. The sample wound emulsion-out (in the standard manner) showed substantially-deteriorated projection performance.

It can, therefore, be stated from the results of all these tests, that film wound emulsion-out has poorer projection properties than the same film wound emulsion-in, and that this difference is greatly accentuated as the winding diameter becomes smaller.

In summary, the following points should be stressed!

1. To attain the maximum benefit of emulsion-in orientation, the film should be wound emulsion-in as it emerges from the processing machine and maintained in this orientation throughout its projection life.

2. The film exchanges should mount new prints onto shipping reels by winding emulsion-in only and during the inspection of prints, the rewinding should be from top to top, or bottom to bottom, to maintain the emulsion-in position.

3. In the projection room the projectionist should insert the reel of film (wound emulsion-in) in the upper magazine so that the film comes off the reel at the front in a clockwise direction. The film normally winds up in an emulsion-in position. After projection, rewinding should be as mentioned in #2.

4. Although the effects of winding orientation are reversible, the time necessary to "erase" the plastic set by rewinding particularly from emulsion-out to emulsion-in, is a matter of weeks. It is most important, therefore, that the film is not inadvertently wound emulsion-out, even for a few hours.

5. In an emergency, or if the need arise, any print (except in imbibition color print) which has been consistently, or unknowingly used wound emulsion-out, can be returned to a "virgin" condition by the hot water treatment. This would generally be an expensive and time-

(*Continued on page* 38)

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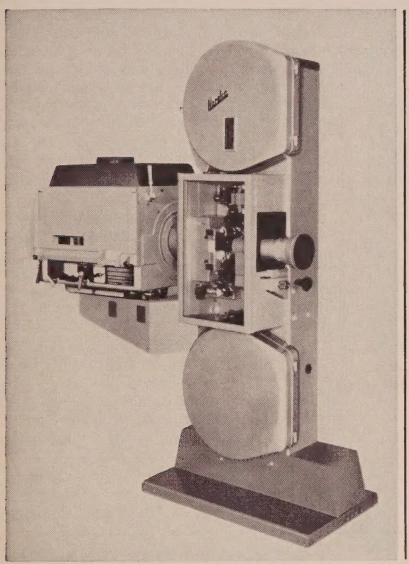

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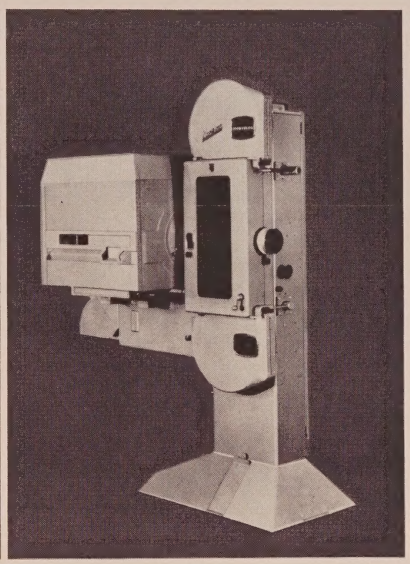

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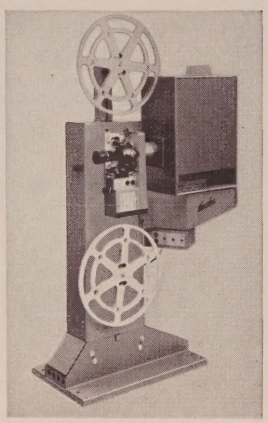

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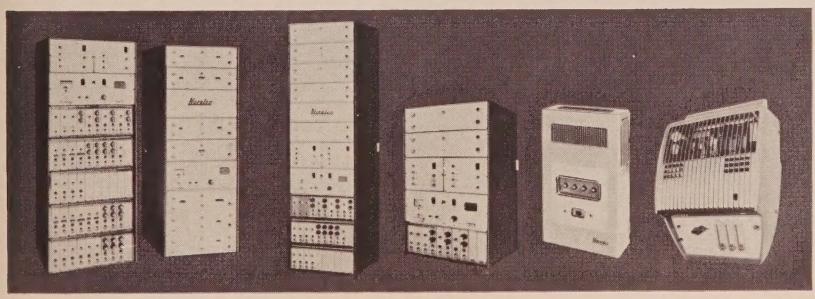

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NEW SIX THEATRE COMPLEX IN HOUSTON

American Multi-Cinema's Town and Country Six, Houston, features a southwestern frontier motif. Lettering on the sign is stainless steel, and the building is of buff brick with brown stained pillars supporting the canopy.

The third complex of six theatres in the rapidly expanding plan of American Multi Cinema, Inc., opened in the new Town and Country Shopping Center, Houston, recently. The circuit earlier in 1969 had opened the Six West Theatres in Omaha and the Northtown Six in Dallas, the first theatre company to build and operate multiples of this size.

The Town and Country Six Theatres opened as one of three complexes built and opened by AMC within a two-week period in Houston. The Northwest Four Theatres and the Almeda Four Theatres were also opened in new shopping centers, making a total of 14 theatres opened there by AMC within the fortnight. The Northwest Four and the Almeda Four, being basically of modern design, differ sharply from the Town and Country Six.

A southwestern frontier motif has been given to the Town and Country Six, with an exterior of buff brick and a shake shingle canopy on three sides of the free-standing building. The frontier motif is emphasized by pillars of rough hewn timber, with a dark brown stain, supporting the canopy. The canopy line is broken for a front portion slightly elevated along the boxoffice and entrance area.

The boxoffice with six windows is located dead-center in the front with entrance doors at boxoffice right and exits at left. The exterior lighting under the canopy has globe type hanging lights over the boxoffice and entrance and exit areas.

The six theatres are arranged side by side with a somewhat semicircular lobby. Entrances to two theatres are at far left of lobby, for two others in the center, and for the third pair at right. The seating in these auditoriums runs 225 each in the smallest, which are in the center; 346 for each of the two next to the center theatres; and 356 for each of the outside theatres, a total of 1,854. Seats are by Irwin Seating Company.

The boxoffice is of a flat U-shape, extended beyond the building line on to the sidewalk, and the concession stand is a similar shape at the rear of the boxoffice. The rear of the concession stand and lobby walls are covered with a simulated walnut paneling vinyl, and the lobby carpeting is of a gold and red coin dot pattern. This extends into each of the theatres as aisle runners.

Decor in the auditoriums is a variety of combinations of red and gold in the Soundfold wall covering and the seat covers, and front drapes are of the waterfall type with overhead flood lighting. The booth arrangement includes three sets, one booth to handle each pair of theatres. The projection equipment is the basic Cinemeccanica with modifications especially made for the AMC-Durwood operation. The entire presentation, from house music to lighting, projection, and curtain cueing, is automated.

The large stainless steel identifying signs on the outside are placed on the sides of the building above the canopy. One sign is on the highway side of the area, the other on the parking lot, with the lettering placed flat against the structure. Inside, each theatre has its own internally lighted, plex-faced, miniature marquee carrying title of attraction, number of theatre, and starting times.

The Houston operation has Michael Dettle as city manager, and David Woolery as Town and Country Six manager. They are part of the Texas district headed by Michael Gloriod, headquartering in Dallas.

The cost of the project, including the building structure, theatre furnishings, and equipment, is in the $1,000,000 range, according to Stanley Durwood, president of American Multi Cinema, Inc.

3-M Video Tape Duplicator

An active project in the high speed duplication of magnetically recorded signals which is predicted to have a significant impact on the future of video communications has been disclosed by 3M Company, St. Paul, Minn.

3M said its research indicated the possibility of duplicating video taped programs at a throughput approaching 30-to-1, accomplished by simultaneously producing multiple copies.

M. C. Hedgal, vice-president of 3M's Magnetic Products division, did not disclose details of the equipment used in the high speed transfer system on which his company is working. But Hegdal said the high speed operation would produce both color and black and white transfers that are equivalent in video quality to duplicates now made by conventional electronic recording techniques.

Hegdal revealed that the 3M process is the result of a research and development effort in contact duplicating which started nearly a quarter century ago.

According to Hegdal, the system that 3M is developing would not require a special mastering tape and mirror-image master machine. He said this should permit the user to duplicate his present library without first transferring each program to a special intermediate tape.

"We anticipate the 3M process will be able to duplicate different tape widths and formats with minimal adjustment," he said. "This multiple width, multiple format feature could solve much of the expense problem currently connected with dubbing in the helical recording area with its many tape standards.

"The economics of duplicating video tape make high speed transfer particularly exciting for the program producer, syndicator, broadcaster, and educator," Hegdal said.

"In view of the high capital investment necessary for quadruplex video tape equipment—more than $100,000 per recorder—and the associated costs of its operation still skyrocketing, high speed duplicating offers the first real hope for reducing costs and thus creating new application possibilities.

"We think the already growing trend toward electrography, which is what we call electronic photography, will get a strong boost from such a duplicating system," Hegdal said. "You will be able to add quick, economical production of duplicates to the medium's other advantages—instant previewing, editing, simultaneous special effects, and reusability."

Hegdal said 3M plans public demonstrations of the high speed duplicating system after mid-year 1970, when marketing and production plans are expected to be announced.

Tenn. Twin Planned

Negotiations have been completed between Schneider-Merl Associates, Raleigh, N.C., and Al Rose, S & R Development Company, to construct a deluxe twin theatre at the Tri-State Shopping Center, Kingsport, Tenn.

Leases have also been signed for theatres in Johnson City and Bristol, Tenn. Schneider-Merl Associates presently owns and operates six theatres in the Carolinas, and these will be the first theatres to be constructed in areas outside of the Carolinas.

Twin theatres in Kingsport will seat approximately 750 people and will be fully automated. A summer opening is planned.

"Damn the train wreck, Mr. Copelan! We'll open your theatre somehow!"

This one reads like a script from an old serial. Herb Copelan, former regional manager of a huge circuit, decides to open his own theatre. Buys all his furnishings and equipment from your favorite supply company. A few days before opening, all chairs are ruined in train wreck. Entire NTS organization to the rescue. Switch chair shipment from another theatre and work around the clock to make opening. Happy ending? Well... pretty close. Missed the scheduled opening by two days. But it might well have been two months. Anyway, we never said we were that perfect.

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Revise Camera Techniques, Manufacturer Asks

Claims Means Are Now Available To Perfect Projection; Even 3-D Without Glasses Is Possible

By LARRY DAVEE
President, Century Projector Corp.

The motion picture industry has an unparalleled opportunity to provide the kind of entertainment visualized by creative thinkers for the past 30 years. This creative thinking developed such outstanding methods of screen presentations as Cinerama three-panel projection, created by Fred Waller; horizontal Vistavision, created by Loren Ryder, Paramount; D-150, by Dr. Vetter and Carl Williams; Cinemascope, by Herbert Bragg and E. I. Sponable, Fox Film; 70mm projection, by Sponable, Fox Film and Fox Movietone News; Cinemiracle; and many other attempts that never received public recognition as, for example, 55mm film methods and even Mr. Victor's (Victor Anamatograph) 28mm film attempts.

All of these developments focused attention upon the limitations of motion picture films to reproduce satisfactory theatre results. These limitations in the early days of silent movies were confined to the quality of the picture and, with the advent of sound, the quality of reproduction.

The film companies, such as Eastman Kodak and others, have made great advances in the art of film manufacture, film processing, and quality controls. One would be tempted to say that substantial improvement in motion picture film, color processes, etc., has leveled off, and the industry must work with what is presently available.

Although improvements in camera and projection lenses can be expected, we can assume with considerable foundation of facts that the immediate future holds no great improvements as related to picture quality as seen by the viewer.

There is, however, a great, almost unexplored area for progress within the industry that can provide entertainment values as yet not available in the whole history of motion picture presentation.

The new trend in motion picture theatre construction, which has resulted in so-called "mini" theatres, "multiple" theatres, etc., is the first step in this new concept because, with careful planning of these theatres and the cooperation of production on new techniques, it is possible to, figuratively, reproduce real life with startling audience impact, even to extremely realistic "3-D" without glasses.

The new technique involves the reproduction of picture and sound in relatively small physical areas ("mini" theatres, if you wish), with motion picture screens carefully designed for audience acceptance and films photographed and recorded by methods which anticipate viewing under the controlled conditions of the theatre.

If we go back to Cecil B. De Mille and early motion picture photography, the close-up was "invented" to overcome the deficiencies of the available film, lenses, equipment, etc. Today, these limitations have been largely eliminated. Unfortunately, as improvements have been made, an unthinking industry has tried to take advantage of them by enlarging the pictures, curving the screens, increasing the power of amplifiers and loudspeakers. The overall gain from engineering developments has been lost trying to squeeze too much from a medium which has definite limitations.

It can be assumed that the engineer and the manufacturer, in the hope of selling his products, may be primarily responsible for this chaotic condition because no one manufacturer could possibly visualize the overall problem. Even if he did, there is little he can do to correct the situation.

The projector manufacturer, the lens manufacturer, the arc lamp manufacturer, etc., will probably continue to develop new ways to improve his individual product and get nowhere.

The closest approach to realizing the advantages of cooperative development in recent times is Ultravision, which uses the combined effort and selection of compatible equipment, plus theatre design and the contribution of manufacturers, theatre ownership, and controlled operation and services.

It is quite obvious to those with qualified judgment that Ultravision is a big step in the right direction, but there is more, much more, to be done.

It is unthinkable that camera and production techniques have not changed in 40 years. Equipment improvements have been made, but the same old close-ups, pan shots, zoom lenses, angle shots, etc., are still being used. These are really unnecessary if the director, the cameraman, script writer, even the make up man, know how the picture is to be presented to the audience.

Somehow, this industry must reorganize to combine the things available to them into a united whole that can produce the kind of quality screen entertainment that will keep it alive.

We cannot afford to allow a billion dollar industry to follow the paths of least resistance. Hopefully, those organizations now in existence can get together to turn the trends of the present toward objectives leading toward motion picture presentations that can satisfactorily compete with other forms of entertainment and leisure dollars.

The means are now available if the industry has the vision and determination.

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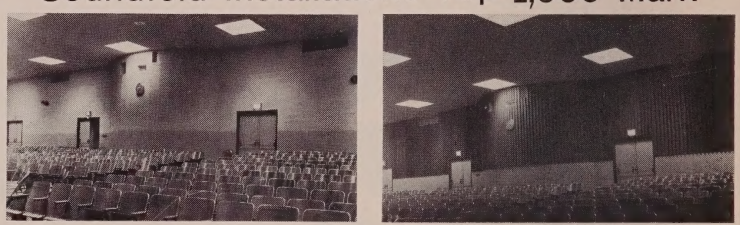

Before . . . . and after Soundfold application

By ARTHUR SICKELS
President, Soundfold, Inc.

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The theatre industry provides Soundfold, Inc., with its largest volume of sales at present. Included among theatre customers are Fox Theatres, Goldman Theatres, Cooper Theatres, Durwood Theatres (American Multi-Cinema), National General Theatres, United Artists Theatres, Commonwealth Theatres, and Mid-States Theatres. However, new applications are constantly being explored to expand the present markets in schools, auditoriums, showrooms, music centers, and homes.

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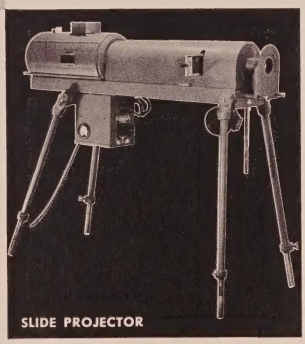
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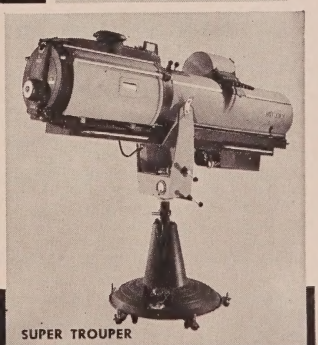
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THEATRE EQUIPMENT & SUPPLY MANUFACTURERS ASSOCIATION, INC. TESMA

A TEDA VIEW OF MINI AND MULTI THEATRES

By GEORGE HORNSTEIN
President, TEDA

THE SUBJECT of Mini Theatres is paramount now and shows, I believe, a healthy attitude for the future of exhibition. Theatre owners are showing their faith in our industry by building hundreds of theatres in almost every part of the United States. In Canada, these small popular situations are called "pocket cinemas."

HORNSTEIN

I think this trend toward building smaller situations is a result of a kind of round robin. In the beginning, Nickelodeons were small. During the Teens, Twenties, Thirties, the backbone of the motion picture industry was the small hometown theatre. Somewhere along the line, we lost our perspective, houses became larger and larger, more ornate and baroque. Business was excellent; theatres with two balconies begat theatres with four balconies, or five—and screens stayed the same size, three to four ratio.

Now, with huge theatres in downtown areas becoming mainly obsolete because of parking problems, unrest in the large cities after dark, and the long distances people must travel to get to these areas, the small neighborhood theatre is again coming back into its own. The main differences between the small theatre of yesterday and the mini theatre of today concern, for the most part, greater discipline in the design of the theatre itself and patron comforts increasing a hundred fold with lavish, modern accoutrements and furnishings. Projection techniques and automatic equipment make unique contributions to screen quality—and *quality* is what the theatre patron buys today—along with special films made for special audiences.

The concern among theatre owners today is the absence of the 30 to 40 age group that used to make up a large portion of the audiences. The plush neighborhood mini-twins, triplets, quads, etc., may be successful in wooing back this "lost" audience by bringing motion pictures *to them* instead of expecting them to travel to where the films are showing.

Recently, at SHOW-A-RAMA 13, TEDA (Theatre Equipment Dealers Association) was asked to present a seminar for the benefit of exhibitors dealing with "All Aspects of the Mini-Theatre." We enlisted the help of TESMA (Theatre Equipment Supply Manufacturers Association) to assist us in setting up panels devoted to Automation, Projection, Auditorium/Concessions, and Lobby/Exteriors, to answer properly questions put to them by the 450 exhibitors in attendance. This was the first time such an in-depth seminar had ever been held at a convention, and I was very impressed with the intelligent and meaningful questions brought up from the floor.

Strangely enough, economy did not seem to be paramount. The gathering appeared to be more interested in obtaining quality results on the screen—which apparently reflected the desires of their patrons.

There were many inquiries about Automation. Now, while it is impossible to automate old equipment successfully, a fairly modern booth may be automated with little difficulty. The installation of a simple, automatic changeover device is not complicated and is comparatively inexpensive. The installation of more sophisticated programming equipment naturally requires the running of cable from the units to the control relays, by-passing the normal manual controls which are left in case of an emergency. Time clocks regulate the timing of events and are set by the projectionist. Large reels and film handling equipment is absolutely necessary for proper automated operation.

For a small theatre changing programs two or three times a week, the expense involved in installing automation equipment and the time necessary to "set up" each show (marking up of prints, etc.) would probably not be as worthwhile as in the case of a theatre that did not change programs quite so frequently. For longer runs, the units are ideal. Drive-ins adapt easily to automation because the projection room is primary. With no auditorium involved, there are no curtain or masking problems to be considered. Ramp and concession lights, as well as speakers, can be automated with on and off relays without difficulty.

The actual cost of automating a *new* theatre is nominal, because additional wiring is incorporated into the original blueprints, and proper equipment is selected from the beginning. Building a theatre today without some kind of automation seems foolhardy, as costs are combined in the original financing.

A continuous light source is necessary for automation, whether it be Xenon or Carbon Arc used in connection with an automatic striker mechanism. The smaller mini theatre (mini-mini), in certain situations, may use 16mm equipment, but the actual cost of such equipment may be almost as much as 35mm. Screen size is limited somewhat because of the increased magnification created by the narrowness of the 16mm frame. Print availability is another problem, although this situation is slowly being alleviated as time goes by and demand for 16mm quality prints grows.

Unfortunately, some persons may think of the so-called "underground" or "skin show" 16mm operation as representative of the mini theatre concept. Nothing could be further from the truth, as these hastily converted store-fronts are not up to what we know as professional standards, either in projection techniques or the quality of the amateur-type films shown. These situations cater only to a small segment of the public and can in no way be considered a part of the professional motion picture industry.

The I.A.T.S.E. has no objection to a projectionist running two or more combined automated booths, or a single theatre using a Manager/Projectionist. The manager who is also a projectionist is not required to remain in the projection room at all times, so he has ample opportunity to assume other duties. He may, for instance, assist with the concessions sales before and after shows and during intermission. He may sell tickets, too, if the box-office is combined with the concessions stand. With the aid of his automatic control box nearby, he can start the show from the lobby by pushing a button, as well as check the screen focus and sound levels from the auditorium intermittently during the show. *All* automation units are equipped with *fail safe* devices, and if a breakdown does occur, the equipment can be run manually until repairs are completed.

The multi-mini theatre is a phenomenon that has struck the fancy of patrons everywhere. This may be attributed to the fact that the exhibitor is giving the public a choice of varied screen fare in one location. It is apparent to the theatre owner that it is far better, from an overhead point of view, to have one small theatre or a series of small theatres with full houses than one large theatre only a quarter full. In some situations, there may be three or more theatres of different sizes in one building. A hit picture may play for some weeks in one of these theatres; then, as attendance begins to decline, the owner will switch the film over to the smaller auditorium and move a new picture into the other location, enabling neighborhood audiences who have missed the first program to still be able to catch the film.

Many times, a film comes and goes too quickly. Pictures that might have had good word-of-mouth publicity and eventually good grosses, wind up losing money. Consequently, many exhibitors (and studios) are content with placing certain films in small, deluxe houses for an unlimited run, so that by the time the picture does go multiple, a built-in audience (which has been reading and hearing about the show for months) is looking forward to the film.

What does a patron want today in theatre operation? He wants a convenient location; immaculate restroom facilities; comfortable seating and pleasant surroundings; parking facilities; easy access to theatre and no traffic flow problem; good projection techniques that eliminate eye strain and headaches; a smoothly run show minus lost changeovers; a bright, sufficiently lighted screen; sound that is regulated at a pleasant level; and a manager who greets him politely. In short, he demands a smooth operation.

Your local theatre equipment supply dealer is best qualified to assist the exhibitor in the selection of automation equipment, as well as provide engineering know-how to guide the architect and contractors properly during the initial stages of theatre development.

TEDA, with dealer members in every film territory, has undertaken a continuing educational program, begun several years ago, to insure that its members are properly qualified to meet the challenge of these changing times in order to properly serve the exhibitor.

TEDA, in conjunction with TESMA, conducts the now well known symposia at the annual TEDA/TESMA Conference, to apprise members of new techniques and to broaden their scope so that they, in turn, can pass this information on to their customers. The dealer is no longer a kind of jobber; he is an equipment specialist, providing *service*.

TEDA is pleased to reprint these important speeches, given to our membership (by well known authorities in their fields) during the Conference, in our free publication, "Report to Exhibitors," which NATO is kind enough to mail to 5,000 key exhibitors in the spring of each year. In this way, by fully cooperating with all segments of our industry, NATO, TESMA, NAC, SMPTE, SHOW-A-RAMA, we Theatre Equipment Dealers can do our part in helping our industry reach its potential in the years to come.

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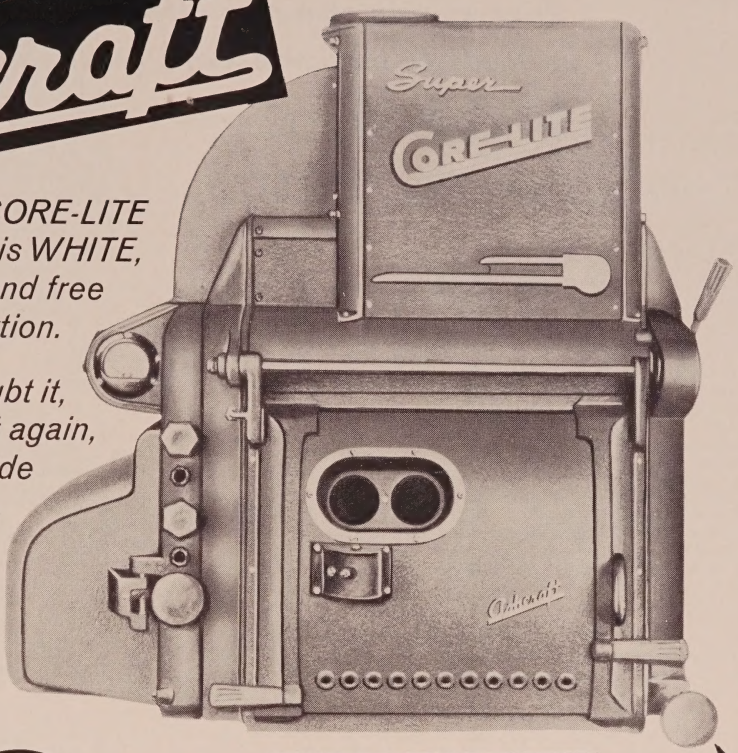

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KEYS TO SUCCESSFUL CONCESSION PROMOTIONS

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The following presentation on concession promotions was made by David Jones, of Commonwealth Theatres, Lawrence, Kans., at the recent Show-A-Rama convention in Kansas City. Jones was one of the showmen honored at the convention.

In Commonwealth, our motto is "SERVITIUM ET COMITAS" which means "SERVICE AND COURTESY." An old friend of mine once told me that "giving good service and being courteous won't necessarily sell any particular item, but it sure won't keep them away! The next step, in addition to giving good service and being courteous, is to train your help to become good salesmen. For example, suggestive selling: When a customer comes to your snack bar, the concessionaire should say with a smile and a pleasant voice, "May I help you, sir?" He may ask for a Coke. Her reply should be, "Large, Sir?" The key word is "Large." If she would have said "small or large," the customer will more than likely choose the small. After his reply, and hopefully he will say "Yes," she immediately asks, "Would you care for anything else—hot dog, buttered corn, or candy?" Here again, she is utilizing verbal suggestive selling. And at the end of each sale, she should say, "Thank you, Sir, and come again!" Now that we've covered courtesy, let's see how service can help your concessions.

Service means having enough help in the concession stand when you have a crowd. Anticipate the crowd for an evening and be prepared to handle it. Have your popcorn boxed and ready, syrup tanks filled, candy case stocked, plus enough help to handle the crowd. If the customer sees how good the service is, he'll wait if necessary.

Another service to have is an alternate concession stand or mobile cart which carries the main items sold on intermissions. The cart is used to take the pressure off the main concession stand, and it should carry soft drinks, popcorn, and the items that you know sell the most during intermissions. This cart should be easily accessible to patrons in the auditorium or the opposite end of the lobby from the concession stand or both. Again, you are providing a service to your patrons, and they will appreciate it.

Concession promotions may be approached in two ways—the direct approach which is the actual promotion of concession items, and the indirect approach, which is your physical operation of the snack bar. Some managers feel that promotions do not increase your sales but become extra work. Gentlemen, they are wrong. By utilizing the direct approach and indirect approach, you can and will increase your sales and profit.

First let's take a look at the direct approach. The idea is to promote the sale of certain concession items, which in turn gets patron attention focused upon your snack bar. Here we have a champagne glass—it's different from the usual cup and is a novelty item. Now let's see how we can tie in this champagne glass with some promotions to create interest in our snack bar.

In every theatre, you have items that do not sell as well as others. Fifty cent candy and buttered corn may not sell as well as the lower priced candy and popcorn; therefore, we have something to promote. During a staff meeting, I asked my employees if they had any ideas for promoting slow items, and during a 45 minute discussion, they came up with the idea of a discount board. I took their idea and worked out the details and here is what evolved:

First, we made up a discount coupon featuring a combination of two items that regularly do not sell well independently and sold them at a discount price.

All four different coupons were shuffled around so that each patron did not have the same coupon. Where the coupon calls for a soft drink, serve it in the champagne glass—as we did.

We did not want all of the coupons being used at once so we built a discount board with four different colored lights. Next to each light is space to insert the various combinations that are on the coupon. We hung this board in our concession stand and during the evening we would turn on the light next to the combination we wanted to push. Believe me, the patrons check these lights to see if their coupon is good.

The idea behind the discount board promotion is three-fold: To promote those items that are selling slow; to promote the champagne glasses; and to focus the patrons' attention on concession items. Even if the patron does not use the coupon, their attention has been brought to the snack bar, and they may decide to buy something else. I can safely say that this promotion worked and did increase my sales and profit. Another direct promotion and a way to utilize the champagne glass is on special occasions, such as New Years Eve or a special late show. On your New Years Eve program, raise your admission price to include party favors and a free drink of your favorite beverage served in the champagne glass.

On your late show program, you can omit the party favors but raise the admission to include the free drink and serve these drinks in the champagne glasses. Don't have your help in the usual uniform, but have them dress up and make the patrons think that this is a party or special late showing.

Let me tell you about another direct promotion that can be used on George Washington's birthday.

Many of your merchants have discounts on their merchandise and you can too. In this case, we belong to a merchants' association which buys a full page ad with the header reading: "It's Hatchet Day at the Hillcrest Shopping Centre. We are celebrating Washington's birthday by chopping the prices." We advertised our shows along with a coupon worth 10 cents on any cold drink. This promotion does not necessarily sell your motion picture, but those patrons who are looking for bargains and plan to see the motion picture anyway may decide to go the day that the coupon is good. This type promotion appeals to families with small children and to the teenagers.

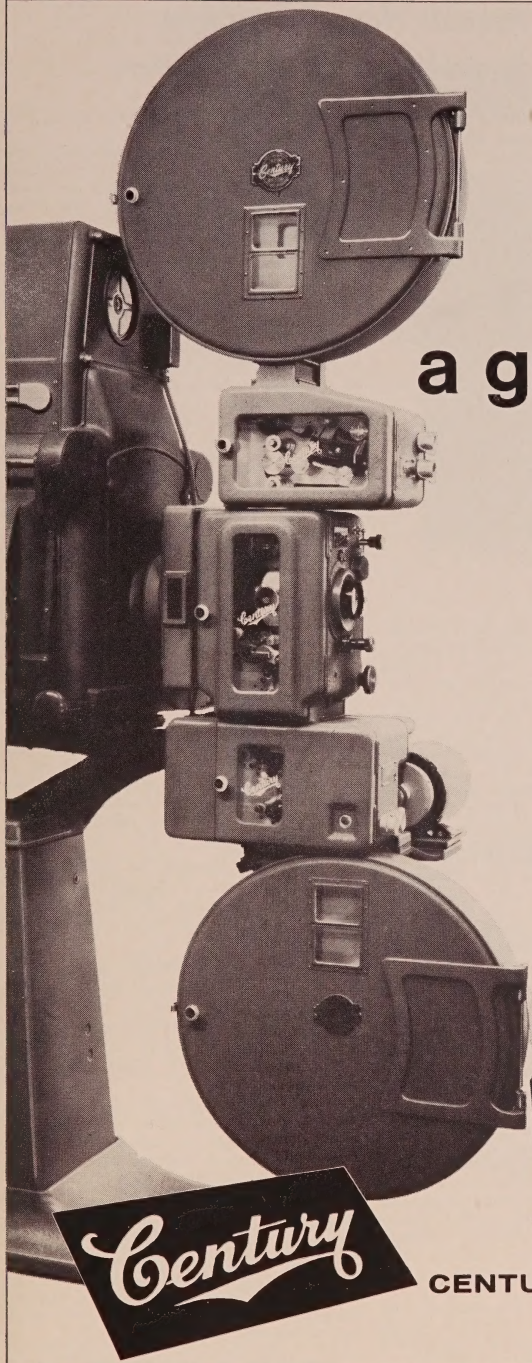
Finally, under the direct promotion, we have the Easter promotion. Promote a large stuffed toy bunny and two small ones and give them away on Easter at the concession stand by having a drawing. Be sure to have the drawing at your snack bar, and at the same time have a display with decorative signs telling your potential customers about other prizes that can be won. The gold star on the large buttered popcorn container wins a one dollar bill, and a silver star on a large cold drink cup wins a free box of popcorn. This promotion is designed to get the people to the concession area by using the drawing, then interest them in buying something because of the prizes awarded.

Now let's talk about indirect promotions, concerned with suggestive selling and the physical operation of your concession stand.

Suggestive selling can be achieved by related concession items, such as displays showing Dr Pepper and buttered popcorn, Coke and a hot dog. These are available through your soft drink representatives. Not only are these displays attractive, but they also get patron attention when changed regularly. If you have extra counter space, construct a "live" display utilizing candy bars, soft drink cups, and buttered popcorn cups. Displays should be changed at least every two weeks. Above all, use your imagination and let your staff do the same; many times, they have some terrific ideas that can be utilized in helping promote concession sales.

A specific item that can be promoted under the indirect approach is popcorn. After you have boxed enough popcorn to handle the first show crowd, pop another kettle of corn when the bulk of your patrons are entering the theatre. The aroma of that freshly popped corn will lead your patrons right to your counter. Not only will they buy the popcorn, but usually they will also buy a soft drink. This same approach may be used when your second show crowd is waiting in the lobby. I guarantee that you will be amazed at the number of people that will buy popcorn upon your using this technique.

Snack bar personnel are key people in working with the indirect approach. These people can hinder your sales or help sales increase. With the proper training and guidance by you, they can be the best salesmen in your theatre.



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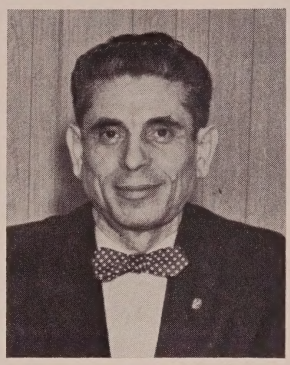
NAC - WHAT IT MEANS

Officer Reveals How Association Fulfills Basic Needs Of Its Members

By LOUIS L. ABRAMSON
Executive Director, National Association of Concessionaires



ABRAMSON

For the most part, members of an industry are primarily interested in joining an association that relates to their business. In this context, the following represent the basic wants of a member: 1. He wants to do his job well, whatever it is; 2. He wants to find better ways to do his job; 3. He wants to do the kind of job of which he can be proud; 4. He wants his association to be outstanding—to do extraordinary things; and 5. He wants the opportunity to earn the respect of his association, not only for what he does but for what he is.

The National Association of Concessionaires had its birth in 1944 with these basic principles as its guiding force, and while many changes have taken place in the refreshment concessions industry over the past 25 years, the first two points are specifics that will never go out of date.

There are many growth industries in today's expanding economy, but few equal the phenomenal increase in gross sales registered by the concessions industry over the past decade. Although young in years and experience, the concession industry in the United States and Canada has shown dynamic growth and continuing great potential.

The growth pattern naturally reflects the expansion of the over-all economy. It also illustrates the new vitality of concession management which today is shaping its operations to the needs of the future, including expanded service to the public. Spearheading these trail-blazing efforts is the National Association of Concessionaires—the industry's only organizational force.

It plays a major role in bringing professional recognition to all of the vital segments of the concession industry: operators, equipment manufacturers, suppliers, jobber-distributors, and popcorn processors.

NAC provides the industry with national and sectional forums, and with a central clearing house for the exchange of ideas and information.

NAC encourages the development of new products and services.

In the early years of the association, the main source of concession income was from movie theatre sales. New outlets and locations developed rapidly, however, and today there are literally thousands of outlets, including amusement parks, arenas, auditoriums, stadiums, bowling lanes, department, discount and variety stores, golf courses, pools, horse and auto race tracks, recreation centers, roller rinks, schools, and tourist attractions.

The standard of living is rising constantly, and the growth in leisure time is keeping pace. On this basis alone, the concession industry faces a future of unlimited growth potential.

Through special committee meetings and reports to its board of directors, its annual convention and trade show and regional meetings, NAC is constantly striving to meet its obligation to the industry.

To cope with the future, NAC is continually adjusting and modernizing its service to members whereby each membership group—retail, wholesale, and manufacturer—will receive information of special interest.

Looking ahead, NAC has plans to initiate, integrate, and expand its services and activities in the following areas:

Member Services—Provide additional valuable and useful information on new concession merchandising techniques, management, sales management, and marketing services.

Expanding Meeting Schedule—Increase regional conferences so that several sections of the country heretofore not included in the agenda of meetings on an annual basis will be kept informed of the latest concession marketing information.

Research—Studies will be instituted and conducted throughout the industry for the purpose of developing new and improved ideas in concession distribution and marketing techniques.

Publicity-Public Relations—Provide the trade press and newspapers throughout the world with information on the concession industry, including technological advancements. Stress the importance of the industry to the general economy. Depict the industry as a prestige profession of international scope.

Survey Projects—NAC will work with specializing departments of educational institutions and business organizations to develop and conduct management, operating, and marketing surveys.

Monthly Publication—The Monthly Review contains selected and current articles relative to the recreation and concession industry. It is designed to motivate the membership into adopting new ideas and improving older techniques and procedures. It keeps the reader informed on industry news, trends and merchandising ideas.

Information Services. NAC headquarters maintains a library which provides up-to-date information to the membership relative to marketing, distribution, manufacturing and sales.

Dealers Can Be Depended Upon To Stock The Very Best Theatre Equipment And Supplies

Design
LENSES
Stage
SEATING
PROJECTORS
CARPETING
AUTOMATION
Service
SERVICE
Rectifiers
Auditoriums
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DESIGN
Spotlights
Screens
Decor
PROJECTION BOOTHS
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Parts
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MARQUEE LETTERS
PARTS
SPOTLIGHTS
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THEATRE EQUIPMENT DEALERS
T·E·D·A·
ASSOCIATION

Hoff Group Acquires Ballantyne Of Omaha

Left to right, seated, are Peter Allen, J. Robert Hoff, and Paul Seiger. Left to right, standing, are Yale Richards and Edward J. Nelson. Scene is finalizing of agreement whereby assets of Ballantyne firm were acquired by Hoff group from Ogden Corp.

The usual story of the conglomerate absorbing a local business has been reversed in the case of one Omaha firm.

A group of private investors, mostly Omahans, have organized Ballantyne of Omaha, Inc., which has acquired the assets and business of Ballantyne Instruments and Electronics, Inc., from Ogden Corporation, a New York based conglomerate.

Ballantyne is a pioneer Omaha firm that manufactures projection and sound equipment for motion picture theatres, and Flavor-Crisp deep fat pressure cookers for restaurants and food service organizations. The company was founded in 1932 by R. S. Ballantyne and in 1961 was sold to ABC Vending Corporation. In 1967, ABC merged with Ogden Corporation, and Ballantyne became a subsidiary of Ogden.

J. Robert Hoff, who was president and chief executive officer of Ballantyne Instruments and Electronics, Inc., heads the group of investors and will remain as president of the new company.

In addition to Hoff, directors of the new company will include Edward J. Nelson, executive vice-president of the firm; Yale Richards, legal counsel for Ballantyne; Paul F. Seiger, special representative in industrial finance at First Mid America, Inc., all of Omaha; and Russell Brehm, president of Douglas Theatre Company, Lincoln, Neb.

Financing was arranged by the Omaha investment banking firm of First Mid America, Inc. The purchase was consummated in Omaha. Representing Ogden Corporation was Peter Allen, associate counsel.

New Sign Letters

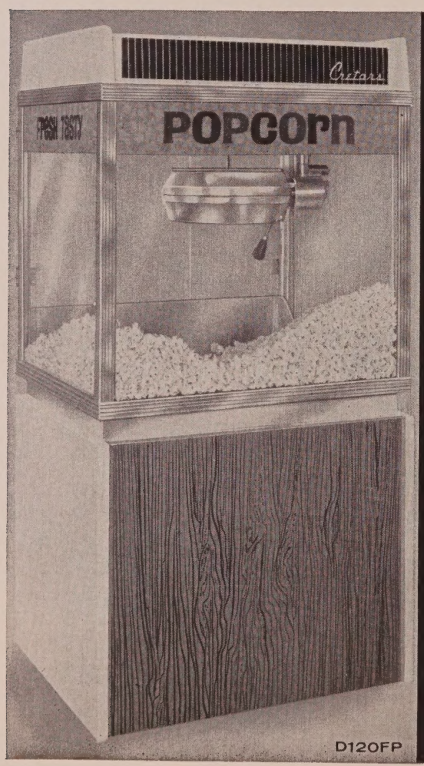
A new font style for all its models of single and double-faced vandal-proof changeable letter signs that is more readable to passing motorists and observers is announced by Diversa Manufacturing Company, Cleveland.

During six months of research, every letter and number was studied according to aesthetic principles of typography and improved for increased optical appearance. Curved strokes were contoured, straight strokes tapered, blunt strokes rounded, heavy black areas of letters reduced in order to achieve a better continuity of flow among the letters. The letter's positions on the self-spacing blanks and the blank widths were also studied and corrected where necessary to achieve an improved proximity relation when assembled in words. As a result, more accurate, automatic spacing between letters is now available with the new Diversa letter style for easier message composition than was possible with the old font. Lastly, letters were condensed to permit longer messages in the sign's space. The result is a font of letters created by a design specialist rather than a draftsman.

Optimum readability and automatic self-spacing for quick change of the message are only two of the many features displayed by Diversa vandal-proof signs. Panel and letters of these signs are non-glare vinyl coated and anodized aluminum and will not rust or become discolored. Frames and letter hanging channels are anodized aluminum extrusions. Signs are therefore completely weather-resistant.

Up to 500 letters are alphabetically indexed in a small compartmented box measuring less than two cubic feet that can be easily carried to the sign's location. All letters needed for the average message can be held in one hand during easy placement. They are then keylocked in position and cannot be removed or shifted without the key, preventing juxtaposed or stolen letters. Because of this tamper-proof feature, Diversa non-glare signs can be mounted at an easily accessible height for changing.

Available in wall or post mounted styles that feature California redwood or all-weather steel poles in a variety of classic and contemporary models, Diversa changeable letter signs can be equipped with five-inch high letters with 150-foot readability, or seven-inch with 300-foot readability.



CRETORS IS POPCORN

AND HAS BEEN SINCE 1885.

Today, the Cretors popcorn machine line features many models specifically designed to fit any type location.
Cretors is also headquarters for POPCORN WARMERS, COTTON CANDY MACHINES, CARAMELCORN MACHINES and ACCESSORIES.

SEND FOR COMPLETE INFORMATION ABOUT THE CRETORS LINE AND THE NAME AND ADDRESS OF YOUR NEARBY CRETORS DEALER.

CRETORS AND COMPANY
17 Popcorn Bldg., Nashville, Tenn.
Factory: Chicago, Illinois

NAC Formulates Plans For 1970 CIMY Contest

Plans are now being readied by the National Association of Concessionaires to launch its annually sponsored CIMY (Concession Idea Man of the Year) contest, it was announced by C. S. Baker, Nashville, Tenn., NAC southeastern regional vice-president and this year's CIMY contest committee chairman.

The CIMY contest, now in its sixth year, which is open to participation by all refreshment concession operators and managers in the United States and Canada, seeks to discover and honor the most imaginative and promotionally-minded refreshment concessionaire in all areas of the refreshment concessions industry.

A free all-expense trip to the 1970 convention of NAC being held Nov. 1–5 in Bal Harbour, Fla., at the Americana Hotel is again being offered to this year's winner, whose entry is judged to be the most original and outstanding presentation of a successful refreshment concession merchandising campaign. Several merit awards will also be made to runners-up.

Daniel H. Cox, formerly of the Fort Dodge Drive-In Theatre, Fort Dodge, Iowa, and currently general manager of the Continental Theatre in Denver, Colo., was the 1969 CIMY Grand Award Winner. His winning entry consisted of a highly imaginative sales promotion campaign covering a five-week period, during which it took on the aura of a trip to outer space, in keeping with the theme: "1969: A Concessions Odyssey." The drive-in theatre's refreshment center was colorfully decorated in keeping with the lunar theme. The theatre's refreshment sales soared to new records.

Bernard Helfand, director of concessions for American Broadcasting Companies, Inc., New York, and second vice-president of NAC, will serve as co-chairman of the 1970 CIMY contest committee.

A panel of industry leaders will be appointed by NAC to judge the entries covering campaigns completed between Aug. 15, 1969, and Aug. 15, 1970. Brochures containing official contest rules and entry forms will soon be distributed by NAC to refreshment concession operators in amusement parks, arenas, auditoriums, ball parks, bowling lanes, department, discount and variety stores, driving ranges, golf courses, government parks, ice rinks, industrial venders, kiddielands, miniature golf, motion picture theatres, pools, race tracks, recreation centers, roller rinks, schools, stadiums, and theme parks.

ABC Scotland (*cont. from page 7*)

Xenon lamp houses. The sound amplifier is the Philips' type 03.

The electrical installation in the ABC Film Centre involves the use of more than 22 miles of cables connecting some 940 lighting fittings and over 100 power outlets to the complex of switchgear and specialized equipment necessary to ensure the reliable functioning of all lighting, heating, ventilating, power, sound, and projection equipment.

Auditorium lighting control, in particular, is achieved by means of individual push-button controlled multi-circuit thyristor dimmers dealing with the mixture of tungsten and fluorescent lighting providing comfortable lighting over the seated areas and spectacular flood-lighting of the curtains.

MALL THEATRE FOR ABC-GREAT STATES

A new motion picture theatre will be constructed in the Marquette Mall shopping center, Michigan City, Ind., it was revealed by Henry G. Plitt, president of ABC-Great States, Inc. This will mark the first new theatre in the area in more than a quarter of a century.

Plitt said he had finalized contracts with Landau and Heyman, Inc., developers of the Marquette Mall. The enclosed shopping center mall was opened in October of 1967 with 35 stores including Sears, Roebuck & Company and J. C. Penny, and then in September of 1969 it was expanded to 55 stores including the addition of a Carson Pirie Scott & Company department store. The center serves a three-county area.

The project is conceived as a 1000-seat motion picture theatre that will embody all of the latest technological advancements as well as ultra comfort appointments and limitless free parking facilities.

The same circuit also will open a completely new theatre this spring, the Town and Country, now under construction at the shopping center of the same name in Mishawaka, Ind. This showplace and the Marquette will bring to 59 the number of theatres operated by ABC-Great States, Inc., in Chicago, throughout Illinois, and northern Indiana. Several more constructions are on the circuit's planning boards.

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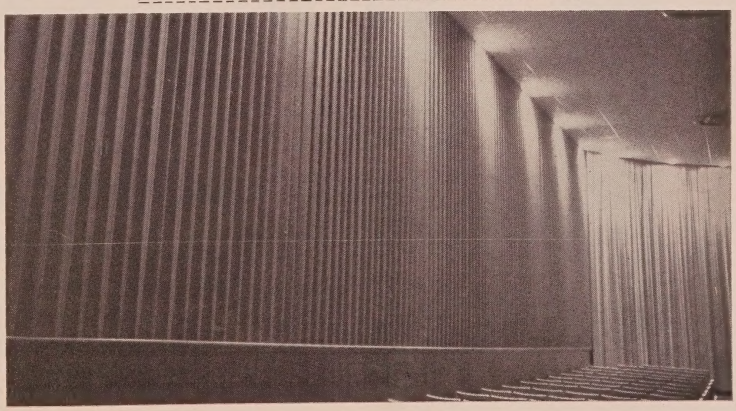

TRIPLE-THEATRE COMPLEX FOR SUBURBAN WASHINGTON

Metropolitan Washington's first triple-theatre complex, Roth's Parkway 1-2-3, recently opened. The complex is located in the heart of Montgomery County, Maryland, adjacent to the Randolph Hills Shopping Center. A substation of the new Metro subway system will be located within a few hundred yards of the theatre-complex. Free parking is available for over 400 cars.

The multi-auditorium is the latest innovation in theatre design. The Roth organization introduced the concept to the Washington suburbs slightly more than a year ago with its first twin-theatre, Roth's Seven Locks I & II. Several more multi units are planned by the rapidly expanding firm, which headquarters in Silver Spring.

Roth's Parkway 1-2-3 offers a number of unique design features. The two larger auditoriums (with a capacity of approximately 400 persons each) are served by a single large lobby. The third auditorium (with a capacity of approximately 100 persons) has its own completely separate entrance, lobby, restrooms, etc. It will be available to citizens, business, civic, religious, and educational groups for a variety of uses, including sales and training sessions, stockholder meetings, religious, civic, and educational gatherings, private entertaining, etc.

The theatres offer the latest in sound and projection, with special emphasis on convenience and comfort for patrons. Other features include "The Party Room" for children's birthday celebrations, an art gallery for exhibits of works by leading area artists, and a lounge where complimentary coffee will be served.

Roth's Parkway 1-2-3 is the sixth new theatre opened by the Roth group in the last four years. Philip Mason served as design-consultant for the project, which was developed and constructed by Mrs. Sunya Kronstadt and Saul Perlmutter for Rockville Investment Corporation. Completion of the theatre was directed by Ned Glaser, vice-president and general manager of Roth Theatres. Mrs. Julie Nolan has been appointed resident manager of the triple-theatre complex, under supervision of district manager Robert de La Viez.

Roth's Silver Spring Theatre Gets Companion

Roth's Silver Spring "East" opened recently in Silver Spring, Md. "East" is companion-theatre to the highly successful Roth's Silver Spring, located less than 50 yards away.

"East" will accommodate approximately 400 persons in an atmosphere of intimate luxury. One of its unique features is "The Patio"—an outdoor garden-lounge where patrons may relax and enjoy refreshments before and after the show. Complimentary coffee will be served on "The Patio" and in the lobby. The lobby also serves as a gallery for paintings by leading area artists.

Utilizing the latest techniques in design, construction, and equipment, the Roth organization and Furman Builders were able to complete the project in only 75 days.

Representatives from 37 senior citizens groups in Montgomery County and the District of Columbia have been getting together each week at the "Convenience Matinees" presented at the Roth's Silver Spring. Jean Ricketts, supervisor of the Montgomery County Recreation Department's Senior Citizens' Groups, commenting on the program, said, ". . . a large number of our members find these afternoons a pleasant break in an otherwise routine week. They get together with friends from all areas of the county and over a cup of coffee served free to them in the lounge of the theatre, renew acquaintances."

Groups from the District attached to the Commission On The Aged also have been attending, as have members of the American Association of Retired Teachers. The shows are designed for those who depend on public transportation, folks with limited budgets, mothers of school-aged children, and many others.

Paul Roth, president of Roth Theatres said, "We want to make movie-going as convenient and economical as possible. We are working closely with Senior Citizens groups, Recreation Departments in Montgomery, Prince George's Counties and the District, as well as housing authorities. We feel the 'convenience matinees' offer many advantages, and hope to broaden the program to more of our theatres this coming winter."

The reason you find the Bauer Selecton II 0 16mm sound projector in so many auditoriums, screening rooms, ad agencies, studios, business and industrial plants is because the Selecton II 0 fills so many needs.
It offers a Xenon lamphouse that accepts 450-, 900- and 1600-watt bulbs, 5000-foot film capacity for over 2 hours of uninterrupted running, and Geneva (Maltese Cross) Movement in "oil bath" lubrication for steady, smooth, positive projection. And a solid-state pre-amp that produces true high-fidelity sound.
Choose between optical or optical and magnetic reproduction and push-button control, plus a complete line of accessories. It's also available with change-over feature.
Most important, the Selecton II 0 is from Bauer—one of the world's largest makers of professional equipment. To a lot of people, that's reason enough.
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Modern Twin Theatre Set For Ala. Shopping Center

Blacksher White-Spunner, of Cummings and White-Spunner Realtors, developers of the new Parkwood Shopping Center, Mobile, Ala., and W. E. Limmroth, General Manager, Giddens and Rester Theatres, reported recently that a new ultra modern twin theatre will be included in the center.

The Parkwood Center is located immediately across the street from the entrance to the University of South Alabama.

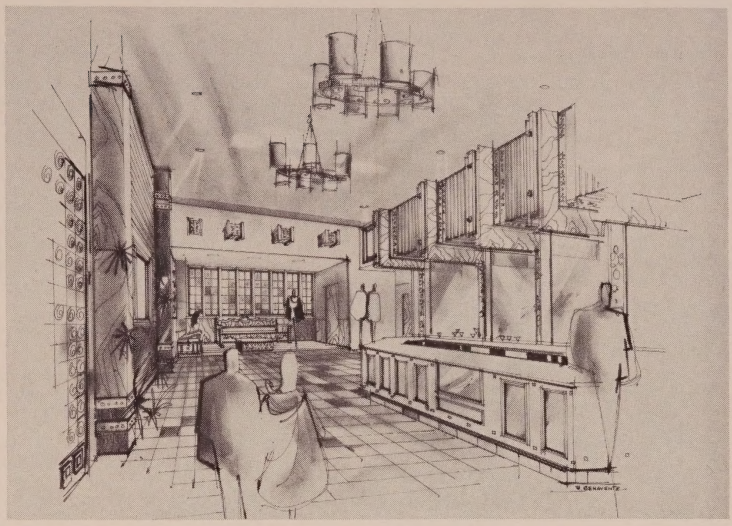
In addition to serving the fast growing University of South Alabama area, the shopping center will also serve Spring Hill College, which is only two miles east, as well as the entire western area of the city. In fact, the center and the new theatre will serve the entire metropolitan Mobile area when new streets are completed.

Sam Haney, theatre architect of Birmingham, is completing plans. The theatre will be fully automated with one auditorium of 250 seats. The other auditorium will have 350. Seating will feature heavily upholstered chairs with wide spacing. The screen will be wall to wall, and the floor slope will be constructed to allow every patron a clear view of the screen.

The twin auditoriums will be the first for this area and will allow considerable flexibility in scheduling films. On many occasions an art film may be playing Parkwood II (the small auditorium) while a general audience film will be playing in Parkwood I (the large auditorium), thus enabling the theatre to appeal to two different audiences.

Sound systems will be latest hi-fidelity type.

AVCO EMBASSY'S NEW L.A. SHOWPLACE



This artist's view of the lobby of the impressive new Cine Cienega Theatre in Los Angeles stresses the clean lines and plush decor of the west coast show-place. The 486-seat house is the latest addition to Joseph E. Levine's Avco Embassy theatres. Avco Embassy, also a major film producer-distributor, also operates the 57th Street Lincoln Art and the Avco Embassy East in New York, and the Paris, Park Square, and Kenmore Cinemas in Boston. All are intimate theatres in tune with the needs and desires of today's filmgoing audience.

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NATIONAL THEATRE SUPPLY CO.

NEW PRODUCTS . . . *of theatre interest* . . .

Shutter Tester

New Model 10 HFE Cine Shutter Tester is a precision instrument designed for the speedy calibration of motion-picture cameras and projectors. It provides fixed accurate flashing rates of 8, 16, 24, and 32 per second, derived from the 60-hz power frequency by multiplication and division with solid-state integrated circuitry. Design of the unit is such that alternative fixed frequencies can be supplied to meet other types of application needs. It is available from High Frequency Engineering Co., Mountain View, Calif.

The instrument also includes a continuously variable rate generator and a continuously indicating rate meter. Mounted with a reflector in a cable-connected probe unit, a xenon flash tube gives an intense white flash of less than one millisecond duration at the chosen rate. For cameras operating at frame rates of 48 and 64 frames per second, synchronization is accomplished by using the 24- and 32-flash-per-second rates.

Inclusion of the rate generator, continuously adjustable from 8 to 35 hz, and the rate meter, which indicates both fixed and variable rates with an accuracy of ± ½ hz, permits self-calibration of the stroboscope without the need for external instrumentation. The unit operates on 108- to 125-v 60-hz 15-watt power. It weighs four pounds.

New Carpet Cleaner

A new carpet cleaning machine and process called the "Extractomatic" has been introduced by the Danzig Floor Machine Corporation, Dumont, N.J.

Carpeting life can be lengthened as the Extractomatic machine extracts the damaging sub-surface soil buried at the base of the pile as it cleans. Unlike other cleaning methods that only clean the surface soil without removing it, this machine removes and collects the dirt and cleaning solution in a recovery tank, leaving the floors walkable practically immediately.

A company spokesman said, "Even though this machine was engineered and invented for the commercial and institutional field, its impact will be felt in the domestic market

because of its portability and ease in operation, thus enabling the professional carpet cleaner to clean carpeting in homes, factory-new clean."

"Wherever people congregate," he continued, "in schools, theatres, restaurants, hotels, etc., a serious health hazard could exist and does exist because of the bacteria laden soil in carpeting. The Extractomatic machine removes this soil, thus making sanitizing possible."

MR. EXHIBITOR:

On this emblem you will find the crafts

we organize from coast to coast.

The full union theatre is the best theatre—attracting the most reliable projectionists, stage employes, cashiers, doormen, ushers, snack bar help and maintenance personnel.

The full union theatre is a great selling point. Build the good will of thousands of patrons. Run the I.A. emblem film strip at each and every performance.

International Alliance of Theatrical Stage Employes

Richard F. Walsh, President

New Standup Counter

A new circular standup food service counter designed to handle more diners in less space is available from Drybread Engineering Co., Indianapolis.

Known as "Eatin' Island," it serves six patrons, yet requires less than nine square feet of floor space. In actual tests, it has accommodated two to three times as many diners in the same space as required for tables, counters, or booths with conventional seating.

The unit is made of smooth, rugged plastic except for three stainless steel legs. A removable waste container in the center receives disposable plates, cups, and flatware. When finished, patrons merely push these items through a small opening where they drop into the container. A raised section in the center holds condiments, napkins, and ash trays within easy reach of all diners.

The dining counter is three feet in diameter. It is available in heights from 36 to 42 inches. The base may be weighted with sand or other available material. Waste containers are offered in a choice of solid colors to harmonize with the decor.

Concrete Repair Compound

A new concrete repair material—said to have been expressly developed to handle virtually any type of concrete patch or resurfacing—has been introduced by Revere Chemical Corporation, Cleveland.

The new material consists of a specially refined aggregate combined with a newly formulated mixing liquid. The key to the new material's versatility is said to be in the consistency of the aggregate—liquid mix. A thin, soupy, mixture can be flowed into thin, hairline cracks. Thickening the mixture to troweling consistency permits resurfacing of spalled, pitted traffic aisles or sidewalks. The material is said to feather-edge perfectly. Making the mixture very thick provides the proper texture for filling holes, re-forming curbs, etc.

The manufacturer claims the material hardens overnight into a granite-like surface as much as four times stronger than the surrounding concrete, and up to three times more resistant to oils, acids, chemicals, and moisture.

The new mixture is said to be easy to apply. It can be mixed into small quantities, sufficient to accomplish a particular repair. It stores indefinitely and can be applied outdoors at temperatures as low as 35 degrees Fahrenheit.

Massey put it together.

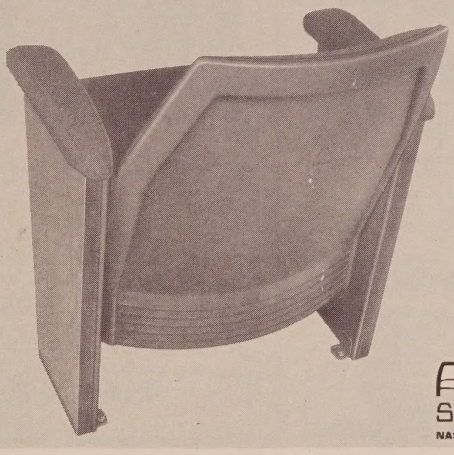
A new chair with a one-piece moulded plastic back. The Polaris chair. Massey put a lot of thought into the Polaris chair. To make it just right.

They put it together with a one-piece back. Because it's stronger. Looks better. Because they could eliminate ugly seams and exposed screws that snag clothing. And because there's no fold to catch dust and candy wrappers.

They put it together with 2" of foam on the back and a foam cushion over springs on the seat. Because they knew it would sit better. Be more comfortable. Hour after hour.

They put it together of moulded plastic. To keep its beauty for a lifetime. To keep it from getting scratched and marred in heavy day to day traffic.

They put it together to give you a chair that can meet the public. Over and over again. Put it together yourself. If it adds up. Write Massey and get together with their new Polaris chair.



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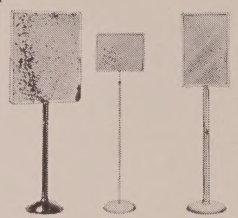
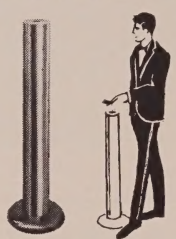
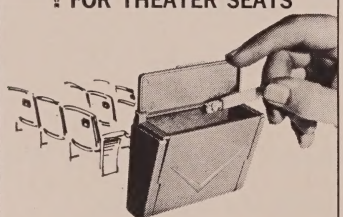


TICKET RECEPTACLES



ASH RECEPTACLES FOR THEATER SEATS



SAND URNS

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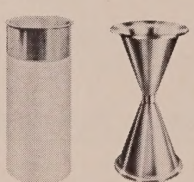

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Sign Changing - the easy way

Changing copy on the attraction panel is safe, simple, and swift with the "Up & Down" changeable copy sign, now marketed nationally by Adler Silhouette Letter Co., Los Angeles.

Fixed-height signs and attraction panels require the use of ladders or cat-walks when copy is changed, and it's a time consuming two-man job. But with the "Up & Down" sign, nobody climbs up. The sign comes down to earth, where it can be easily changed by one person, and if he's not a champion speller, he can step back safely to see what he's done.

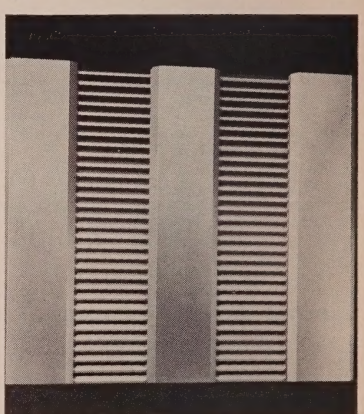
Another advantage of the installation is that signs can be placed as high as desired for best visibility. The fixed-height sign is limited. A sign at the best "see-level" for impact and visibility may be too difficult to change if climbing is necessary. The greater height of the "Up & Down" sign also reduces the chance of damage from vandalism.

The raising and lowering of the sign can be accomplished mechanically or electrically, and the feature can be installed for any size new or existing sign.

Aluminum Building Refacing System Available

Crisp horizontals combine with bold verticals in C/S Paragon, a new decorative and functional aluminum screening system by Construction Specialties, Inc., Cranford, N.J. Contrasting clear and color finishes, available in a wide range, may be used on component blades and panels to heighten the decorative interplay. The vertical panels themselves are available in varied contours, widths, gauges, and in smooth or fluted face patterns to allow further variations in screen design.

C/S Paragon is particularly suited to building refacing, sightscreening of cooling towers, and use as security screening. The horizontal blades provide exceptional free area to admit daylight and air yet insure positive sightproofness and security. Blade spacing and slope thwart vandalism, and windows situated behind Paragon are completely protected against breakage by thrown rocks or stones, or other acts of mischief. Blades have a fixed nine inch module, 1½ inches deep with 45 degree slope fins. The material is formed aluminum, 5005 alloy, .090 inches thick. The variable verticle panels are of extruded aluminum, 6063-T5 alloy. Finishes for blades and panels include natural aluminum, etch and lacquer, prime coat, clear or gold anodize, Duranodic bronze



tones, DuraColor baked enamel, and C/S Kynar/Fluropon coatings with 20-year guarantee.

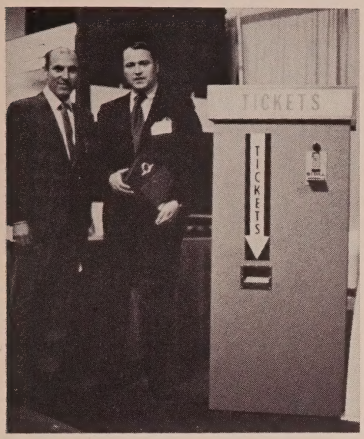
TV-Movie Production Lighting Unit Introduced

Bardwell & McAlister, North Hollywood, Calif., recently introduced the versatile "Slimline II," a high-intensity, continuous duty light source designed for tv, motion picture studios, and professional still photographers.

This unique unit has been designed so that the unit produces an even pattern of light over a wide area. The rugged housing allows "flo-thru" convection cooling, reducing heat-load and increasing unit life. Because of its small size and portability, the "Slimline II" is also ideal for field use. The four-leaf style barndoors are unique in that each barndoor has its own spring-loaded hinge, that can be adjusted individually for positive lighting control and sharp edge cut-off. When the barndoors are closed, several of the units can be packed together into small units of space. Models are also available without barndoors.

The "Slimline II's" compact design allows a wide range of applications. Adjustable, heat-resistant knob and "thrust-bearing" between lamp housing and yoke provide easy rotational control. Proper "tension" prevents undesirable movement, and a new one piece reflector design increases light output without "peaking," providing a smooth, even light pattern.

Dollar Bill Ticket Vendor



National Ticket Company, one of America's leading manufacturers of tickets, with offices in New York City, Boston, and Cleveland, recently developed the new "Dollar Bill Ticket Vendor," winning the top award for the most unique idea in an exhibit of equipment and supplies at the Outdoor Amusement Industry Exposition, held in Chicago.

National Ticket Company's inventive new Ticket Vendor machine was judged first place winner in competition with numerous new devices for use in the amusement industry, in this country and abroad.

Attending the Chicago show, which was sponsored by the International Association of Amusement Parks, were the following officials of the company whose ticket manufacturing plant is in Shamokin, Pa.:

John J. Conway, president; J. Edward Ludes, executive vice-president and secretary; Robert A. Burba, superintendant; William A. Alter, sales manager of the New York office; and Kenneth Santoro, sales representative in the Boston office.

In developing the idea of the Dollar Bill Ticket Vendor, National Ticket Company has combined, on one machine, two important operations: that of accepting a dollar bill as well as issuing tickets for it. In so doing, the unit fulfills a long-felt need for this type of automation—making tickets readily available to the public at amusement parks, theatres, fairs and carnivals, without the necessity of going to a cashier.

National Ticket Company has a patent pending on the machine.

Specifically designed to speed the movement of crowds, the automatic Ticket Vendor acts as an efficient supplement to regular cashiers on busy days and eliminates the need for a cashier on slow days.

Upon inserting $1.00 in paper currency, the machine will issue any amount of strip tickets for which it is set. Amazingly, the Ticket Vendor will "refuse" anything except a dollar bill with the George Washington likeness facing left, in the position indicated on the machine.

It very quickly rejects counterfeits, facsimiles, and other denominations of genuine paper currency—in effect putting the inserted dollar bill through seven different tests.

The unit can be set to issue from one to 40 tickets, making it ideal for the Universal Ride and Food Systems used at amusement parks, fairs, arena concessions, and on carnival midways.

An important feature of the machine is its built-in, tamper-proof protection for the currency it receives, thus eliminating security problems.

To change tickets requires a key to the back door of the Ticket Vendor. The person having only this key can not possibly open the locked box containing the currency. To do so requires a different key, which can be kept by another individual.

Although new, this machine has undergone intensive testing. A prototype of the Ticket Vendor was in use at Dorney Park, near Allentown, Pa., during the 1969 season, and was found to be highly efficient; also in the amusement park at Asbury Park, N.J.

Constructed of heavy gauge steel, the machine is weather-proof, with stainless steel feet and top. It is six feet high, 23 inches square, and weighs 450 pounds.

The Dollar Bill Ticket Vendor is manufactured for National Ticket Company by General Register Co., Cockeysville, Md., who use their standard ticket issuing equipment. The dollar bill validator, which is incorporated in the machine, is made by Micro Magnetic Industries, Palo Alto, Calif.

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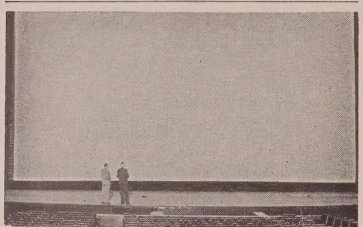
SMPTE (*Continued from page 18*)

consuming effort which can be avoided by constant vigilance during all phases of print handling and use.

In conclusion, it can be stated that the significant advantage of emulsion-in winding is not only that it improves the projection performance of a reel of print film, but that it also minimizes the difference in projection performance between the head and the tail end of the reel. This means that it minimizes changes in focus during projection.

While emulsion-in winding should not be looked on as a panacea for all projection problems, it certainly enhances the film's resistance to projection and makes possible improved performance by increasing focus stability from head to tail of a reel and from one day to the next.



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GE Hot Food Server

The General Electric Company will introduce a new fast-preheat, one-drawer hot food server at the National Restaurant Show May 23–27.

Designated model CF011, the versatile unit is designed for a wide variety of food service operations such as restaurants, carry-out operations, hospitals, nursing homes, and food stores with carry-out operations.

It can be used in counter, under-counter, backbar, or individual serving stations. It can also be built into a wall or cabinet. Its all-stainless-steel exterior will not rust or corrode when built into installations where moisture is prevalent.

The drawer pan will hold seven dozen dinner rolls or a variety of other pastries, vegetables, meats, and foods. With an optional divider rack, it holds two 12-by-20 number 200 pans; with another divider rack, it holds three one-third pans.

The unit preheats up to 27 percent faster than similar units because of optimum heat sensor location. This precise location minimizes on-off cycling. Preheat time is 13.5 minutes to 150 degrees and 30 minutes to 250 degrees.

The unit's drawer opens fully, enabling the operator to insert and withdraw pans without tilting them. This feature also permits the operator to remove the drawer pan, moisture-retaining cover, and drawer carriage for easy cleaning.

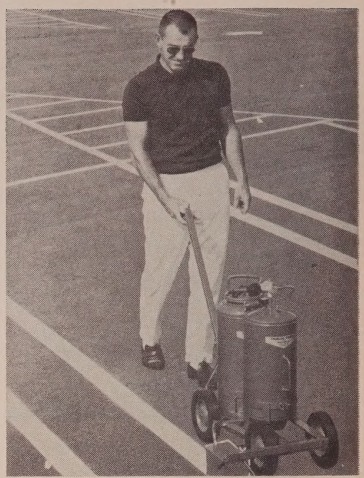
The removable seamless, drawn stainless steel pan is sanitary and easy to clean because it has no sharp corners or crevices to catch food particles.

The food server also incorporates an important safety feature. All live electrical parts are insulated and concealed so the operator is protected against accidental shock if the unit is energized while he's cleaning the interior.

The hot food server features front access for easy servicing. A minimum number of rollers assure more trouble-free operation and are bolted, rather than riveted, to the carriage for easy replacement, if necessary.

The new food server is available with accessory, adjustable four-inch stainless steel legs. It measures 29¼ inches wide, 13¾ inches high (without legs), and 19⅜ inches deep.

Road Striper



The TrueLine Striper, manufactured by Trusco Manufacturing Co., Fort Lauderdale, Fla., makes it easy to avoid confusion in parking lots, storage areas, warehouses, etc., by keeping parking spaces, traffic lanes, storage areas, etc., brightly marked.

The TrueLine is a spray-type striper which is simple and easy to operate—even an inexperienced person can mark 100 linear feet per minute—cutting labor costs for striping to a minimum. In fact, paint, labor, depreciation, and maintenance figure only one and one-half to two cents per foot with a TrueLine Striper.

The striper is built on a welded chassis with four wide-tread ball-bearing wheels, aligned for true, straight running. An air pressure tank, paint tank, and floating four inch spray box are mounted on the chasis. The spray box is offset to permit striping next to curbings, walls, etc. It paints straight or curved lines, gives sharp, clean edges, and applies paint evenly the full width of the stripe. The paint is controlled by a trigger release mounted on the handle of the striper. One man can spray stripes where he wants them as fast as he can walk.

The paint tank is a heavy-duty tank that holds 3½ gallons of paint—enough to stripe 1,200 linear feet without refilling.

The air-pressure tank, mounted just behind the paint tank, is pretested to 350 pounds. It holds enough compressed air to run out two full tanks of paint at proper pressure, and is equipped with a pressure gauge and regulator. A viscosimeter is also supplied with each TrueLine striper to assure the proper spray mix every time.

Clean-up is fast and easy, and maintenance costs are reduced because there are very few parts to wear out.

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THEATRE CATALOG

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James O. Welch Co., 810 Main St., Cambridge, Mass. 02139
Wilbur-Suchard Chocolate Co., 48 N. Broad St., Lititz, Pa. 17543
Williamson Candy Co., 4701 Armitage Ave., Chicago, Ill. 60639
York Caramel, Box 1147, York, Pa. 17405

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Vendo Co., 1221 Baltimore Ave., Kansas City, Mo. 64105

CONCESSION SERVICE

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OGDEN FOODS, INC., 2140 Ashland Ave., Toledo, Ohio 43620
Sportservice, Inc., Sportservice Building, Buffalo, N. Y. 14200
Theatre Confections Inc., 795 Monroe Ave., Rochester, N. Y. 14607

CONCESSION STANDS

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Gold Medal Products Co., 1877 Freeman Ave., Cincinnati, Ohio 45214—Modular Snack-Bar Units
Manley, Inc., 1920 Wyandotte, Kansas City, Mo.
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
STAR METAL CORP., Trenton Ave. & Ann St., Phila. Penna. 19134—Self-service display equipment
Supurdisplay, Inc., 1109 N. 108th St., Milwaukee, Wis. 53226
Samson Berman, Associaties, 144–03 78th Ave., Flushing, N. Y. 11367

CUPS, TRAYS, PAPER

Continental Can Co., 349 Oraton St., Newark, N. J. 07104
Lily-Tulip Cup Corp., Chanin Building, 122 E. 42nd St., New York, N. Y. 10017
Maryland Cup Co., 10100 Reisterstown Road, Maryland 21117
Victor Wagner & Sons, 115 Ash St., Buffalo, N. Y. 14204—(Carry-out trays)

DRINK DISPENSER, FOUNTAIN, BOTTLE, CUP

American Machine & Foundry, 3232 N. Kilpatrick, Chicago, Ill. 60641
Bastian-Blessing, 4201 W. Peterson Ave., Chicago, Ill. 60630—Soda fountain, carbonators, luncheonette units, coffee brewer.
Continental-APCO, 956 Brush Hollow Rd., Westbury, N. Y. 11590—Beverage dispensers
Everfrost Sales, Inc., 14815 S. Broadway, Gardena, Cal. 90247—"Everfrost" soda bar
Helmco, Inc., 1215 W. Fullerton Ave., Chicago, Ill. 60614—Soda fountain and refriegration equipment
Hudson Soda Fountain and Refrigeration Co., Arlington, N. J. 07032—Soda fountains
The Liquid Carbonic Corp., 3110 S. Kedzie Ave., Chicago, Ill. 60623—Soda fountains
Majestic Enterprises, Inc., 959 Crenshaw Blvd., Los Angeles, Cal. 90019—Dispenser
Manley, Inc., 1920 Wyandotte St., Kansas City, Mo. 64108—"Ice-O-Bar" drink dispenser
Multiplex Faucet Co., 4319–25 Duncan Ave., St. Louis, Mo. 63110—Beverage dispenser
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Rowe Mfg. Co., Inc., 75 Troy Hills Rd., Whippany, N. J. 07981—Beverage Dispenser
SEEBURG CORPORATION, 1500 N. Dayton St., Chicago, Ill. 60622—Beverage Dispenser.
Selmix Dispensers, Inc., 28–25 Borden Ave., Long Island City, N. Y. 11101—Beverage dispenser
Spacarb, Inc., Stamford, Conn. 06904—Cold vendors, cup (automatic)
Vendo Co., 1221 Baltimore Ave., Kansas City, Mo. 64105

FOOD PREPARATION EQUIPMENT

Bakers Pride Oven Co., 1641 E. 233rd St., New York, N. Y. 10066—Pizza ovens
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102—Pressure fryer
G. S. Blodgett Co., Inc., 50 Lakeside Ave., Burlington, Vt. 05401—Pizza ovens
Clark Industries, Inc., 1509 Meridian St., Nashville, Tenn. 37207—Clark radiant electric hamburger broilers
J. J. Connolly, Inc., 645 1st Ave., New York, N. Y.—Automatic frankfurter—Roll-A-Grill
Dalason Prods. Co., 835 W. Madison, Chicago, Ill. 60607—Bar-B-Frank hot dog machine

Garvis Mfg. Co., 210 Court, Des Moines, Ia. 50309—Hot dog bun warmer
Greer Enterprises, Inc., Box 35, Quincy, Mich. 49082—"Glenray" hot dog machine
Harvic Mfg. Co., 760 St. Ann's Ave., Bronx, New York—Pizza ovens
Helmco, Inc., 1215 W. Fullerton, Chicago, Ill. 60614
Hollywood Servemaster, 114 W. 18th St., Kansas City, Mo. 64108—"Roto-Grill" hot dog machine
Hot Point (Div. of General Electric), 227 S. Sealey, Chicago, Ill. 60612—Food preparation equipment
Manley, Inc., 1920 Wyandotte St., Kansas City, Mo. 64108—"Frank-Bank" hot dog cooker and server
Savon Co., 286 Pennsylvania Ave., Paterson, N. J. 07503—Pizza pie ovens
Star Mfg. Co., 6300 St. Louis Ave., St. Louis, Mo. 63121—Food equipment
STAR METAL CORP., Trenton & Ann Sts., Phila., Pa. 19134—Vittle-Vendor hot food serving equipment
Toastmaster Prods. div., McGraw Electric Co., Elgin, Ill. 60120—Hot food servers, toasters, food preparation equipment
Virga's Pizza Crust Co., Inc., 2236 Conner St., New York, N. Y. 10066—Pizza ovens, supplies

FOODS, PREPARED

Arena Real Pizza Crust Co., 1393 Blondl Ave., Bronx, N. Y.—Pizza pie
Armour and Co., Union Stockyards, Chicago, Ill. 60609—Frankfurters
Campbell Soup Co., Camden, N. J. 08101—Canned Soups
Castleberry's Food Co., P. O. Box 1010, Augusta, Ga. 30903—Bar-B-Que, chili, canned, prepared
Flavo-Rite Food, Inc., 940 E. 149 St., Bronx, N. Y.—Egg, turkey and shrimp rolls
Frozen Food Prods., 1735 Margaret Ave., Altoona, Pa. 16601—Frozen foods
C. E. Grant, 616 E. Washington, Indianapolis, Ind. 46204—Frozen chicken
Hygrade Food Prods., 2811 Michigan Ave., Detroit, Mich. 48216—Frankfurters
Lazar Kosher Sausage Co., 5511 N. Kedzie Ave., Chicago, Ill. 60625
Oscar Mayer Co., 910 Mayer Ave., Madison, Wis. 53704—Frankfurters, cold meats
Original Crispy Pizza Crust Co., 1393 Blondl Ave., Bronx, N. Y.—Pizza pie
Smithfield Ham Prods. Co., Smithfield, Va. 23430—"James River Brand" meat barbecues and sauces
Swift and Co., Union Stockyards, Chicago, Ill. 60609—Frankfurters
Tolona Pizza Pie Prods., Inc., 401 S. Cicero Ave., Chicago, Ill. 60644—Pizza products
Virga's Pizza Crust Co., Inc., 2236 Conner St., New York, N. Y. 10066—Pizza ovens, supplies

FRUIT JUICE DRINKS

American Citrus Corp., 333 N. Michigan Ave., Chicago, Ill. 60601—Del juice vendor
California Fruit Chimes Co., 325 S. Mission Dr., San Gabriel, Cal. 91776
Hamilton Beach Co., Division of Scovill Mfg. Co., Racine, Wis. 53401—Fresh fruit juice drinks
Sunkist Growers, Inc., 707 W. 5th St., Los Angeles, Cal. 90013

GUM

American Chicle Co., Thompson Ave., Long Island City, N. Y. 11101
Bowman Gum, Inc., 4865 Stenton Ave., Philadelphia, Pa. 19144
Frank H. Fleer Corp., 10th and Somerville, Philadelphia, Pa. 19141
Leaf Brands, Inc., 115 N. Cicero, Chicago, Ill. 60644
William Wrigley, Jr., Co., 410 N. Michigan Ave., Chicago, Ill. 60611—Package gum

ICE CREAM MANUFACTURERS, EQUIPMENT, VENDORS

Artic Vendor Sales Corp., Appleton, Wis. 54910—Ice cream vendor
Atlas Tool and Mfg., Co., 5147 Natural Bridge Ave., St. Louis, Mo. 63115—Ice cream vendors
BALLY CASE & COOLER, INC., Bally, Pa. 19503—Ice cream display cases
Beatrice Foods, 120 S. LaSalle St., Chicago, Ill. 60603—Ice cream, milk, butter
The Borden Co., 350 Madison Ave., New York, N. Y. 10017—Ice cream
Craig Machine Co., Danvers, Mass. 01923—Ice cream vendor
Emery Thompson Machine and Supply Co., 1349 Inwood Ave., New York, N. Y. 10052—Ice cream and custard machine
Freeze King Corp., 2518 W. Montrose Ave., Chicago, Ill. 60618—Ice cream custard machine
Frosti-Server, 1833 Pacic Hgwy., San Diego, Cal. 92101—Ice cream vendor
General Equip. Sales Co., 814 S. West St., Indianapolis, Ind. 46225—Ice cream and custard machine, Sani-Serv self ice cream freezer
Fred Hebel Corp., Addison, Ill. 60101—Automatic coin ice cream vendor
Joe Lowe, Inc., 110 Route 4, Englewood, N. J.—"Frozen On-A-Stick Confection"
Multiple Prods. Co., 5210 Bonita, Dallas, Tex. 75206—Snow Cone machine
National Market Equip. Co., 25531 Dequindre, Royal Oak, Mich. 48071—Ice cream freezers and novelty cases
Superdisplay, Inc., 1324 W. Wisconsin Ave., Milwaukee, Wis. 53233—"Coldisplay" ice cream merchandiser
Sweden Freezer Mfg. Co., Dept. F-13-PR, Seattle, Wash. 98100—Ice cream and frozen custard fountain freezer
Swift and Co., Union Stockyards, Chicago, Ill. 60609—Ice cream
Tekni-Craft, Rockton, Ill. 61072—Ice cream and custard machine
Vendo Co., 1221 Baltimore Ave., Kansas City, Mo. 64105—Ice cream Vender

POPCORN

American Popcorn Co., Sioux City, Ia. 51102—Raw popcorn
Blevins Popcorn Co., P. O. Box 278, Nashville, Tenn. 37202
Central Popcorn Co., Schaller, Ia. 51053—Popcorn
CHRISMAN POPCORN CO., 101 E. Poplar St., Murray, Ky. 42071
J. A. McCarty Seed Co., 526 NW. 4th St., Evansville, Ind. 47708
Manley, Inc., 1920 Wyandotte, Kansas City, Mo. 64108
National Oats Co., Cedar Rapids, Ia. 52406
'Pop' Corn Sez Co., 429–35 S. 61st St., Philadelphia, Pa. 19143
Poppers Supply Co., 1211 N. 2nd St., Philadelphia, Pa. 19122
Wyandotte Popcorn Co., Marion, O. 43302

POPCORN EQUIPMENT

CRETORS AND CO., Popcorn Building, Nashville, Tenn. 37203—Popcorn equipment, butter dispenser
Dairy Service Co., 100 E. Main St., Menomonee, Wis. 54751—Butter dispenser
DMC Corp., States Distributors, 1624 Harmon Pl., Minneapolis, Minn. 55403—Popcorn machines, automatic
Gold Medal Prods. Co., 1877 Freeman Ave., Cincinnati, Ohio 45214—Astro-Pop popcorn machine, caramel corn
Hollywood Servemaster Co., 114 W. 184th St., Kansas City, Mo. 64108—Popcorn warmer
Manley, Inc., 1920 Wyandotte St., Kansas City, Mo. 64108—Vending equipment and popcorn machines and supplies
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652—Popcorn equipment and supplies
Savoral Co., Popcorn Bldg., Nashville, Tenn. 37202—Seasoning
Star Mfg. Co., 6300 St. Louis Ave., St. Louis, Mo. 63121—Popcorn machines, food equipment
Supurdisplay, Inc., 1109 N. 108th St., Milwaukee, Wis. 53213—Butter dispenser

POPCORN SEASONING

Best Foods, Inc., 292 Madison Ave., New York, N. Y.
Capital City Prods., W. 1st and Perry, Columbus, O. 43201
Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn. 55415
E. F. Drew and Co., Inc., 51 Madison Ave., New York, N. Y.—10010—Tastee-Pop coconut oil bar seasoning
C. F. SIMONIN AND SONS, Belgarde and Tioga Sts., Philadelphia, Pa. 19134—Popsit Plus, Seazo oils
Server Sales, Inc., Main St., Menomonee Falls, Wis. 53051

PORTABLE VENDING EQUIPMENT

Atlas Body Corp., 4150 E. Thomspon St., Philadelphia, Pa. 19137—ABC Vendomobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream.
DMC Corp., distributed by All States Distributors, Inc., 1624 Harmon Pl., Minneapolis, Minn. 55403—"Pop Corn Shop" automatic popcorn machine
Walky Service Co., Schweiter Building, Wichita, Kans. 67202

CONCESSION TRAILERS

Armour and Co., Fresh and Smoked Sausage Dept., Chicago, Ill. 60609
COCA-COLA USA, trailers available from local distributors
Canada Dry Ginger Ale, Inc., 100 Park Ave., New York, N. Y. 10017
Dad's Root Beer Co., 2800–3400 N. Talman Ave., Chicago, Ill. 60618
Dr Pepper Fountain Div., P. O. Box 5086, Dallas, Tex. 75222
Filmack Studios, 1325 S. Wabash, Chicago, Ill. 60605
Flavo-Rite Foods Co., 940 E. 149 St., Bronx, N. Y.
Charles E. Hires Co., 206 S. 24th St., Philadelphia, Pa. 19103
Mickleberry Food Prods., 43rd and State Line, Kansas City, Kans. 66100
NATIONAL SCREEN SERVICE, 1600 Broadway, New York, N. Y. 10019
Pepsi-Cola Co., available from local distributors
Royal Crown Cola Co., 10th & 9th Ave., Columbus, Ga. 31901
Smithfield Ham and Prods. Co., Smithfield, Va. 23430
Superdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee, Wis. 53203

VENDING MACHINES (CANDY)

Belvend Co., 122 S. Michigan Ave., Chicago, Ill. 60603
DuGrenier, Arthur H., Inc., 15 Hale St., Haverhill, Mass. 01830
Mills Automatic Merchandising Co., 21–30 44th Rd., Long Island City, N. Y. 11101—Vending machine manufacturing
Mills Industries, 4100 Fullerton Ave., Chicago, Ill. 60639
National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo. 63115
Stoner Mfg. Co., 328 Gale St., Aurora, Ill. 60506
Vendo Co., 1221 Baltimore Ave., Kansas City, Mo. 64105

MISCELLANEOUS

American Automatic Ice Machine Co., 13600 Industrial Park Boulevard, Minneapolis, Minn. 55427
S. T. Echols, Inc., Box 612, Bismarck, Mo. 63624—Snow cones
GLENCO REFRIGERATION CORP., Janney & Ann Sts., Phila., Pa. 19134—Refrigerators-freezers
Gold Medal Prods., 1877 Freeman Ave., Cincinnati, Ohio 45214—Snow cones, cotton candy, caramel corn, popcorn equip. & supplies
Hollywood Servemaster, 114 W. 18th St., Kansas City, Mo. 64108—Roto-Grille hot dog machines, Roto-Grille chili warmer
Marlan Co., 500 W. Cermak Rd., Chicago, Ill. 60616—Slush Master Freezer
Scotsman, Queen Prods. Div., 22 Front St., Albert Lea, Minn. 56007—Ice making machines
SEEBURG CORPORATION, 1500 N. Dayton St., Chicago, Illinois 60622—Coffee Vender.
Sno-Master, 124 Hopkins Pl., Baltimore, Md. 21201—Sno-cone, snoball machine

Theatre Equipment Manufacturers

AIR CONDITIONING EQUIPMENT

American Blower Corp., 8100 Tireman Blvd., Detroit, Mich. 48204
Anemostat Corp. of America, Scranton, Pa. 18501
Baker Refrigeration Corp., Amer. Wheelabrator Co., Michawaka, Ind.
Chrysler Corp., Airtemp div., 119 Lee St., Dayton, O. 45401
Curtis Air Conditioning Co., 1905 Kienlen Ave., St. Louis, Mo. 63133
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton, O. 45401
Ready Power Co., 11233 Freud Ave., Detroit, Mich. 48214
Trane Co., 206 Cameron Ave., La Crosse, Wis. 54601
Typhoon Air Conditioning Co., Inc., 505 Carroll St., Brooklyn, N. Y. 11215
Westinghouse Electric Corp., Sturtevant div., 306 6th Ave., Pittsburgh Pa. 15230
Worthington Pump and Machine Corp., Carbondale div., Harrison, N. J. 07029

AMPLIFIERS

Altec-Lansing Corp., 9356 Santa Monica Blvd., Beverly Hills, Calif. 90210
Ampex Corp., 934 Charter St., Redwood City, Calif. 94063
Ampro Corp., 2839 N. Western Ave., Chicago, Ill. 60618
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha, Neb. 68102
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y. 10019
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Radio Corp. of America, RCA Victor Div., Camden, N. J. 08101
Westrex Corp., 540 W. 58th St., New York, N. Y. 10019

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York, N. Y. 10019
Poblocki, Ben B. and Sons Co., 3238 W. Pierce St., Milwaukee, Wis. 53215
SELBY INDUSTRIES, 3920 Congress Parkway, West Richfield, Ohio 44286

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., Riverdale Ave., Greenwich, Conn.
Adair, R. H. Co., 6926 W. Roosevelt Rd., Oak Park, Ill. 60304
Argus Mfg. Co., 1134 Kilbourne Ave., Chicago, Ill. 60624
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha, Neb. 68102
Blackstone Coin Packer Co., 344 Dayton St., Madison, Wis. 53701
Brandt Automatic Cashier Co., Watertown, Wis. 53094
Coinometer Corp., 1223 S. Wabash, Ave., Chicago, Ill. 60605
GENERAL REGISTER CO., 271 Schilling, Cockeysville, Md. 21030
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80201
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago, Ill. 60640
K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, O. 44683
National Cash Register Co., Dayton, Ohio
PEREY TURNSTILE CO., INC., 101 Park Ave., New York, N. Y. 10017
Taller and Cooper, Inc., 75 Front St., Brooklyn, N. Y. 11207

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927
Electro Carbons, 940 W. Belmont Ave., Chicago, Ill. 60657
Ringsdorff Carbon Co., 15 W. 44th St., New York, N. Y. 10036
UNION CARBIDE CORP.,—CARBON PRODS. DIV., 270 Park Ave., New York, N. Y. 10017

CARBON SAVERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha, Neb. 68102
CALI PRODS. CORP., P. O. Box 214291, Sacramento, Calif. 95821
Droll Theatre Supply, 317 S. Sangamon, Chicago, Ill. 60607
Hal I. Huff Mfg. Co., 659 W. Jefferson, Los Angeles, Calif. 90007
Payne Prods. Co., 2451 W. Stadium Blvd., Ann Arbor, Mich. 48103
Edw. H. Wolk, 1261 S. Wabash, Chicago, Ill. 60605

CARPETS

Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y. 10016
Dukane Textiles, Inc., 444 Broadway New York, N. Y. 10013
Firth, Inc., 295 5th Ave., New York, N. Y. 10016
Hardwick and Magee, 295 5th Ave., New York, N. Y. 10016
Karagheusian, A and M. Co., Inc., 295 5th Ave., New York, N. Y. 10016
Leedom, Thomas L. Co., Bristol, Pa. 19007
Lomax Carpet Mills, Jasper and Orleans St., Philadelphia, Pa. 19134
Mohawk Carpet Mills, Inc., 295 5th Ave., New York, N. Y. 10016
Philadelphia Carpet Co., Allegheny Ave., at C St., Philadelphia, Pa. 19134
Smith, Alexander and Sons Carpet Co., 295 5th Ave., New York, N. Y. 10016

CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago, Ill. 60654
U. S. Rubber Co., 1230 Ave. of Americas, New York, N. Y. 10020
Sponge Rubber Co., Shelton, Conn. 06484

CARPET-UPHOLSTERY CLEANING PRODUCTS

Artloom Carpet Co. (Chemical Prods. div.), Allegheny and Howard, Philadelphia, Pa. 19133
Breur Electric Mfg. Co., 5100 N. Ravenswood Rd., Chicago, Ill. 60640
Glamorene, Inc., Entin Road, Clifton, N. J.
Hild Floor Machine Co., 740 W. Washington, Chicago, Ill. 60606
Kinner Products Co., 13325 E. Broad St., Pataskala, O. 43062

CHAIRS

American Desk Co., P. O. Box 416, Temple, Tex. 76502
American Seating Co., 9th and Broadway, Grand Rapids, Mich. 49502
Griggs Equip. Co., 209 Beale St., Box 630 Belton, Tex. 76514
HEYWOOD-WAKEFIELD CO., Gardner, Mass. 01440
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich. 49502
IRWIN SEATING CO., 3251 Fruit Ridge Rd. N.W., Grand Rapids, Michigan 49501
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208

CHAIR CUSHIONS

American Texteel Co., Bellefontaine, O. 43311
Dunlop Rubber Co., Sheridan Drive and Riverside Rd., Station B. Buffalo, N. Y. 14207
Firestone Tire and Rubber Co., 1200 Firestone Pkwy., Akron, O. 44317
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo, N. Y. 14205
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208
Sponge Rubber Prods. Co., Howe St., Shelton, Conn. 06484
U. S. Rubber Co., mech. rubber goods div., 1230 Ave., of Americas, New York, N. Y. 10020

CHAIR REPAIR SERVICE

American Texteel Co., Bellefontaine, O. 43311
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208

CHAIR UPHOLSTERING FABRICS

American Texteel Co., Bellefontaine, O. 43311
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New York, N. Y. 10010
Asher and Boretz, Inc., 40 W. 25th St., New York, N. Y.
Athol Mfg. Co., 366 Madison Ave., New York, N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass. 01840
Celanese Corp. of America, plastic div., 522–5th Ave., New York, N. Y.
Chicopee Mills Inc., 1450 Broadway, New York, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J. 07105
DuPont, E. I. deNemours and Co., 350 5th Ave., New York, N. Y. 10001
Firestone Rubber and Latex Products Co., Firestone Foamex div., Fall River, Mass. 02722
Goodrich, B. F. Co., 500 S. Main St., Akron, O. 44311
Manko Fabrics Co., 11 W. 37th St., New York, N. Y.
Masland Duraleather Co., 3234-90 Amber St., Philadelphia, Pa. 19134
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208
U. S. Rubber Co., 1230 Ave. of Americas, New York, N. Y. 10020

COIN CHANGERS

National Rejectors, 5100 San Francisco Ave., St. Louis, Mo. 63115

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland, O. 44111
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
Kliegl Bros., 321 W. 50th St., New York, N. Y. 10019

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
Fish-Schurman Corp., 70 Portman Road, New Rochelle, N. Y.

CROWD CONTROL EQUIPMENT

Apex Bronze and Brass Works, Inc., 429 W. Broadway, New York, N. Y. 10012
LAWRENCE METAL PRODUCTS, INC., Lynbrook, N. Y. 11563
PEREY TURNSTILE CO., INC., 101 Park Ave., New York, N. Y. 10017
Reliance Art Metal Co., 601 W. McMicken Ave., Cincinnati, O. 45214

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa. 18102
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse, N. Y. 13204
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville, Tenn. 37904
Novelty Scenic Studios, Inc., 432 E. 91st St., New York, N. Y. 10028
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles, Calif. 90001

DECORATORS' MATERIALS

Bil-Art Studios, Inc., 548 W. 53rd St., New York, N. Y. 10019
Brodsky, David E. Assoc., 242 N. 13th St., Philadelphia, Pa. 19107
Dazians, Inc., 142 W. 44th St., New York, N. Y. 10036
Frankel Assoc., 218 W. 47th St., New York, N. Y. 10019
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo. 64106
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood, Calif. 90027
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville, Tenn. 37904
Maharam Fabric Corp., 130 W. 46th St., New York, N. Y. 10019
Manko Fabrics Co., 11 W. 37th St., New York, N. Y.
Marsh Wall Products, Inc., 4682 Main St., Dover, O. 44622
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb. 68102
Mosaic Tile Co., The, Zanesville, O. 43701
Northwest Scenic Studios, 607 Marshall St., N. E., Minneapolis, Minn. 55413
Novelty Scenic Studios, Inc., 432 E. 91st St., New York, N. Y. 10028
Premier Studios, 414 W. 45th St., New York, N. Y. 10019
Riseman, William, Assoc., 162 Newbury St., Boston, Mass. 02116
SOUNDFOLD, INC., P. O. Box 2125, Dayton, Ohio 45429
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill. 60610
Weiss, I and Sons., Inc., 445 W. 45th St., New York, N. Y. 10019

DIMMER EQUIPMENT

(See SWITCHBOARD)

DISPLAY AD MATERIALS

Fepco Theatre Advertisers, Box 795, Omaha, Neb. 68101
NATIONAL SCREEN SERVICE, 1600 Broadway, New York, N. Y. 10019

DISPLAY FRAMES, BOXES

Bevelite, Inc., 4801 Pacific Blvd., Vernon, Calif. 90058
Champion Metal Moulding Corp., River Road, Edgewater, N. J.
NATIONAL SCREEN SERVICE, 1600 Broadway, N. Y., N. Y. 10019
Peoples Display & Frame Co., 1515 W. Olympic Blvd., Montabello, Calif. 90640
Poblocki, Ben B. and Sons Co., 3238 W. Pierce St., Milwaukee, Wis. 53215
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O. 45214
Romar Vide Co., Chetek, Wis. 54728
Sioux Metal Products Co., P. O. Box 430, Bedford, O. 44014
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif. 90015

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind. 47424
Kawneer Co., 2510 Front St., Niles, Mich. 49120
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago, Ill. 60618
Norton Laiser Co., Inc., 466 W. Superior St., Chicago, Ill. 60610
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O. 45214
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill. 60624
Stanley Works, 111 Elm St., New Britain, Conn. 06051
Vonnegut Hardware Co., 402 W. Maryland St., Indianapolis, Ind. 46204
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn. 06902

DRAPERY AND WALL COVERINGS

(See DECORATORS)

DRINKING FOUNTAINS

Ebco Mfg. Co., 401 W. Town St., Columbus, O. 43215
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton, O. 45401
Puro Filter Corp. of America, 51st Ave. and 21st, Long Island City, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa. 19037
Westinghouse Electric Corp., 983 Page Blvd., Springfield, Mass. 01104

EMERGENCY LIGHTING

Electric Storage Battery Co., 41 S. 15th St., Philadelphia, Pa. 19102
Fairbanks Morse and Co., 600 S. Michigan Ave., Chicago, Ill. 60605
Onan, D. W. Sons Co., 2515 University Ave., S.E., Minneapolis, Minn. 55414
Ready Power Co., 11233 Freud Ave., Detroit, Mich. 48214
Square D Co., 6060 Rivaud St., Detroit, Mich. 48211
U-C Lite Co., 290 E. Prairie St., Crystal Lake, Ill. 60014

ESCALATORS

The Peelle Co., 47 Stewart Ave., Brooklyn, N. Y. 11237

EXTERMINATOR SUPPLIES AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O. 44114
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind. 46205
Fuld Bros., 702 S. Wolfe St., Baltimore, Md. 21231
Sani-Toil Labs, 121 Main St., Joplin, Mo. 64801
West Chemical Products Co., 42-16 West Street, Long Island City, N. Y. 11101

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill. 60506
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago, Ill. 60632
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80201
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
Hawthorne Mfg. Co., 2930 37th Ave., S., Minneapolis, Minn. 55406
Neumade Products Corp., 720 White Plains Road, Scarsdale, N. Y. 10583

FIRE EXTINGUISHERS

American LaFrance-Foamlite Corp., 100 E. LaFrance St., Elmira, N. Y. 14904
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn. 06605
Buffalo Fire Appliance Corp., 290 Main St., Buffalo, N. Y. 14202
General Detroit Corp., 2270 E. Jefferson Ave., Detroit, Mich. 48207
Pyrene Mfg. Co., 560 Belmont Ave., Newark, N. J. 07109
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia, Pa. 19125

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo, N. Y. 14202
General Detroit Corp., 2770 E. Jefferson Ave., Detroit, Mich. 48207

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford, Conn. 06106

FIREWORKS

Liberty Fireworks Co., P. O. Box 683, Danville, Ill. 61834

FLOORING MATERIALS

American Mat Corp., 2018 Adams St., Toledo, O. 43602
Armstrong Cork Co., 1240 State St., Lancaster, Pa. 17603
Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearny, N. J. 07032
Freemont Rubber Co., 115 McPherson Hwy., Fremont, O. 43420
Goodyear Tire and Rubber Co., Inc., flooring div., 515 Madison Ave., Long Island City, N. Y.
Homasote Co., Fernwood Rd., Trenton, N. J. 08603
Hood Rubber Co., div., B. F. Goodrich Co., Watertown, Mass. 02172
Mosaic Tile Co., Zanesville, O. 43702
National Terrazzo and Mosaic Assn., 104 E. 40th St., New York, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke Ave., Milwaukee, Wis. 53206
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill. 60411

FLUORESCENT PAINT AND LIGHTING

Black Light Products Co., 47 E. Lake St., Chicago, Ill. 60601
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
General Electric Co., 1285 Boston Ave., Bridgeport, Conn. 06602
General Luminescent Corp., 638 S. Federal St., Chicago, Ill. 60605
Guth Bros., 2615 Washington Blvd., St. Louis, Mo. 63103
Strobite Co., 75 W. 45th St., New York, N. Y. 10036
Switzer Bros., 4732 St. Clair Ave., Cleveland, O. 44103

FRONTS

Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati, O. 45232
Kawneer Co., 2510 Front St., Niles, Mich. 49120
Reliance Art Metal Co., 601 McMicken, Cincinnati, O. 45214

FURNITURE

HEYWOOD-WAKEFIELD CO., Gardner, Mass. 01440

GLASS, STRUCTURAL

Libby-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo, O. 43603
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O. 43604
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh, Pa. 15222

HAND DRYERS

American Dryer Corp., 1324 Locust St., Philadelphia, Pa. 19107
Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill. 60614.

HAND RAILS

(See CROWD CONTROL EQUIPMENT)

HEARING AIDS

Dictograph Products Co., Inc., 566–7th Ave., New York, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y. 10523
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill. 60653
Western Electric Co., 195 Broadway, New York, N. Y. 10007
Zenith Radio Corp., 6001 Dickens St., Chicago, Ill. 60639.

HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill. 61701
American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York, N. Y. 10018
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I. 02903
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn. 06902
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo. 63102
U. S. Radiator Co., 535 Griswold St., Detroit, Mich. 48226

INSULATION, ACOUSTICAL THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago, Ill. 60622
Armstrong Cork Co., 1240 State St., Lancaster, Pa. 17603
Celotex Corp., 120 S. LaSalle St., Chicago, Ill. 60603
Certain-Teed Products Corp., Ardmore, Pa. 19003
Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati, O. 45232
Homasote Co., Fernwood Ave., Trenton, N. J. 08603
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn. 55402
Johns-Manville Corp., 22 E. 40th St., New York, N. Y. 10016
Kimberly-Clark Corp., Neenah, Wis. 54957
Marsh Wall Prods. Co., 4682 Main, Dover, O. 44622
National Gypsum Co., 325 Delaware St., Buffalo, N. Y. 14202
Owens-Corning Fiberglass Co., 2033 Nicholas Bldg., Toledo, O. 43601
PermaStone Co., 719 Hudson St., Columbus, O. 43211
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh. Pa. 15222
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J. 07104
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill. 60606
U. S. Rock Wool Co., 40 S. Main, Salt Lake City, Utah 84101
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago, Ill. 60603
Wood Conversion Co., 1st National Bldg., St. Paul, Minn. 55101

INTERCOMMUNICATION SYSTEMS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-in Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo. 64105
EPRAD, 1206 Cherry St., Toledo, O. 43608
Motiograph, Inc., Servus-Fone div. (Electronic Car Hop), 4922 W. Grand Ave., Chicago, Ill. 60638
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
NORTH AMERICAN PHILIPS (Norelco), 1 Philips Parkway, Montvale, N. J. 07645
Operadio Mfg. Co., St. Charles, Ill. 60174

JANITOR SUPPLIES

Afta Solvents Corp., 32 Moris Ave., Glen Cove, N. Y.
Artloom Carpet Co., (Chemical Products div.), Allegheny and Howard, Philadelphia, Pa. 19133
Breuer Electric Mfg. Co., 5148 N. Ravenswood Ave., Chicago, Ill. 60640
Fuld Bros., 702 S. Wolfe St., Baltimore, Md. 21231
Fuller Brush Co., The, Main St., Hartford, Conn. 06103
Holcomb, J. I. Mfg. Co., 1601 Barth Ave., Indianapolis, Ind. 46203
Horn, A. C. Co., 43-36 Tenth St., Long Island City, N. Y. 11101
Hospital Specialty Co., The, 1991 E. 66th St., Clevelanl, O. 44103
Kinner Products Co., 13325 E. Broad St., Pataskala, O. 43062
Melro Enterprises, Cramer Rd., Poughkeepsie, N. Y. 12603
Morton Salt Co., 310 S. Michigan Ave., Chicago, Ill. 60604
Sanitex Co., 14182 Meyers Rd., Detroit, Mich. 48227
Straubel Paper Co., Green Bay, Wis. 54305
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago, Ill. 60612
West Disinfecting Co., 52-16 West St., Long Island City, N. Y. 11101

LADDERS

Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City, N. Y. 11101
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati, O. 45206
R. D. Werner Co., 350–5th Ave., New York, N. Y.

LAMPS, INCANDESCENT OR FLUORESCENT

Century Lighting Inc., 521 W. 43rd St., New York N. Y. 10036
General Electric Co., lamp div., Nela Park, Cleveland, O. 44113
Kliegl Bros. Universal Electric Stage Lighting Co., 32–34 48th Ave., Long Island City, N. Y.
Radiant Lamp Corp., 300 Jeliff Ave., Newark, N. J. 07108
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J. 07111
Sioux Metal Products Co., P. O. Box 430, Bedford, O. 44014
Sylvania Electric Products, Inc., 730–3rd Ave., New York, N. Y.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O. 44107

LENSES

American Optical Co., 19 Doat St., Buffalo, N. Y. 14211
Bausch and Lomb Optical Co., 635 St. Paul St., Rochester, N. Y. 14602
Bell & Howell Co., 7100 McCormick, Chicago, Ill. 60645
Kollmorgen Corp., 347 King St., Northampton, Mass. 01060
NORTH AMERICAN PHILIPS, INC., 1 Philips Parkway, Montvale, N. J. 07645
Pacific Optical Corp., 5965 W. 98th St., Los Angeles, Calif. 90045
Projection Optics Co., Inc., 330 Lyell Ave. Rochester, N. Y. 14606
Wollensak Optical Mfg. Co., 856 Hudson Ave., Rochester, N. Y. 14621
Zenith Optical Co., Huntington, W. Va. 25701

LIGHTING

Allbrite Electric Co., 3917 Kedzie Ave., N., Chicago, Ill. 60618
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport, Conn. 06605
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
Clancy, J. R. Inc., 1010 Belden Ave., Syracuse, N. Y. 13204
Curtis Lighting, Inc., 6135 W. 65th St., Chicago, Ill. 60638
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee, Wis. 53201
General Electric Co., lamp div., Nela Park, Cleveland, O. 44113
General Luminescent Corp., 638 S. Federal St., Chicago, Ill. 60605
GoldE Manufacturing Co., Heiland div., Denver, Colo. 80200
Guth Bros., 2615 Washington Blvd., St. Louis, Mo. 63103
Major Equipment Co., 4603 Fullerton Ave., Chicago, Ill. 60639
Revere Electric Manuafcturing Co., 6009 N. Broadway, Chicago, Ill. 60604
Reynolds Electric Co., 2650 W. Congress St., Chicago, Ill. 60612
Sperti, Inc., Norwood Sta., Cincinnati, O. 45212
Tiffin Scientific Studios, Tiffin, O. 44883
Westinghouse Electric Corp., lamp div., Bloomfield, N. J. 07003
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O. 44107
Capitol Stage Lighting Co., 509 W. 56th St., New York, N. Y.

LOBBY HARDWARE

Apex Brass and Bronze Works, Inc., 431 W. Broadway, New York, N. Y.
Art in Metal Co., 15 Frost, Brooklyn, N. Y.
Compco Corp., 2257 W. St. Paul Ave., Chicago, Ill. 60647
Lawrence Metal Products, Inc., Lynbrook, N. Y. 11563
Lawson, F. H. Co., Evans and Whateley Sts., Cincinnati, O. 45204

MAGAZINES

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y. 10019
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80205
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Natural Vision Corp., 1710 N. LaBrea, Hollywood, Calif. 90046
Strobl Dodge, P. O. Box 24, Cincinnati, O. 45230
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill. 60605

MATS, RUBBER

American Mat Corp., 724 Park Ave., Wapakoneta, O. 45895
American Tile and Rubber Co., Perrine Ave., Trenton, N. J. 08638
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash. 98134
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O. 43420
Goodyear Tire & Rubber Co., flooring div., 515 Madison Ave., New York, N. Y.
Musson, R. C. Rubber Co., 10 S. College Ave., Akron, O. 44308
National Mat Co., 72 Kingsley St., Buffalo, N. Y. 14208
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York, N. Y. 10020

MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood, Calif. 90038
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh, Pa. 15219

MOTOR GENERATORS

Automatic Devices Co., 114 N. 8th St., Allentown, Pa. 18101
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Christie Electric, 3404 W. 67 St., Los Angeles, Calif. 90043
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio 44111
Imperial Electric Co., 84 Ira Ave., Akron, O. 44301

ORNAMENTAL METAL WORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo. 63118
Artcraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O. 43211
Reliance Art Metal Co., 601 W. McMicken Ave., Cincinnati, O. 45214

PAINT

NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Pabco Products, Inc., 475 Brannan St., San Francisco, Calif. 94119
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis, Mo. 63110
Tnemec Co., Inc., 124 W. 23rd Ave., Kansas City, Mo. 64108

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York, N. Y. 10018
Bradley Washfountain Co., Box 309, Menomonee Falls, Wis. 53055
Kohler Co., Kohler, Wis. 53044
Sperzel Sanitary Seat Co., 123 14th Ave., S., Minneapolis, Minn. 55404
Standard Art, Marble and Tile Co., 117 "D" St., N. W., Washington, D. C. 20001

PRE-FAB FRONTS

(See FRONTS)

PROJECTION LAMPS

ASHCRAFT C. S. MFG. CO., 36–32 38th St., Long Island City, N. Y. 11101
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927
Christie Electric, 3404 W. 67 St., Los Angles, Calif. 90043
Hughes Electronics, 1947 E. 223 St., Long Beach, Calif.
KNEISLEY ELECTRIC CO., 2501 La Grange, Toledo, Ohio 43603
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
NORTH AMERICAN PHILIPS (Norelco), 1 Philips Parkway, Montvale, N. J. 07645
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601
XETRON PRODUCTS div. Carbons, Inc., 10 Saddle Rd., Cedar Knolls, N. J. 07927

PROJECTOR INTERLOCKS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y. 10019
Natural Vision Corp., 1710 N. LaBrea, Hollywood, Calif. 90046

PROJECTOR PARTS

La Vezzi Machine Works, 4635 W. Lake St., Chicago, Ill. 60666

PROJECTORS, 35mm

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927—Cinemeccanica projectors.
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y. 10019
GENERAL PRECISION LABS, Pleasantville, N. Y. 10570
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
NORTH AMERICAN PHILIPS, Norelco projectors, 1 Philips Parkway, Montvale, N. J. 07645
N. V. PHILIPS GLOEILAMPENFABRIEKEN, Cinema Equipment Dept., Eindhoven, Netherlands

PROJECTORS, 70mm

CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927. Cinemeccanico projectors.
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y. 10019
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
NORTH AMERICAN PHILIPS, Norelco projectors, 1 Philips Parkway, Montvale, N. J. 07645
N. V. PHILIPS GLOEILAMPENFABRIEKEN, Cinema Equipment Dept., Eindhoven, Netherlands

PROJECTORS, 16mm

ALLIED IMPEX CORP., 168 Glen Cove Road, Carle Place, L.I., New York 11514 (Bauer 16mm)
Bell and Howell Co., 7183 McCormick, Chicago, Ill. 60645
EASTMAN KODAK CO., 343 State St., Rochester, N. Y. 14604
NORTH AMERICAN PHILIPS, Norelco Projectors, 1 Philips Parkway, Montvale, N. J. 07645
N. V. PHILIPS GLOEILAMPENFABRIEKEN, Cinema Equipment Dept., Eindhoven, Netherlands
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J. 08101

RECTIFIERS

ASHCRAFT, C. S. MFG. CO., 36-32 38th St., Long Island City, N. Y. 11101
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Christie Electric, 3404 W. 67 St. Los Angeles, Calif. 90043
Continental Electric Co. (Rectifier Tubes), 715 Hamilton St., Geneva, Ill. 60134
Gordos Corp., (Rectifier Tubes), 250 Glenwood Ave., Bloomfield, N. J. 07003
KNEISLEY ELECTRIC CO., 2501 La Grange, Toledo, O. 43603
Mallory, P. R. and Co., Inc., 3029 Washington St., Indianapolis, Ind. 46206
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601

REEL-END ALARMS

American Theatre Supply Company, Inc., 2300 1st Ave., Seattle, Wash. 98101

REELS AND REWINDS

Goldberg Bros., 3500 Walnut St., Denver, Colo. 80205
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
Neumade Products Co., 720 White Plains Road, Scarsdale, N. Y. 10583
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles, Calif. 90002

REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y. 14605
HEYER-SHULTZ INC., Cedar Grove, N. J. 07009
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601

SAFES

Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago. Ill. 60632
Hawthorne Mfg. Co., 2930 37th Ave., S., Minneapolis, Minn. 55406
Mosler Safe Co., 320 5th Ave., New York, N. Y. 10001

SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
HURLEY SCREEN CO., 26 Sarah Drive, Farmingdale, N. Y. 11735.
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
B. F. Shearer Co., 2318 Second Ave., Seattle, Wash. 98101
TECHNIKOTE CORP., 63 Seabring St., Brooklyn, N. Y. 11231
Trans-Lux Corp., 625 Madison Ave., New York, N. Y. 10022
WALKER-AMERICAN CORP., 2665 Delmar Blvd., St. Louis, Mo. 63106
Williams Screen Co., 1620 Summit Lake Blvd., Akron, O. 44314

SCREEN FRAMES

Artcraft Strauss Sign Co., 830 12th Ave., New York, N. Y. 10019
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Hollywood Curvescope Frame Co., 2311 Foshay Towers, Minneapolis, Minn. 55402
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville, Tenn. 37904
NICK MULONE AND SON, Cheswick, Pa. 15024
SELBY INDUSTRIES, West Richfield, Ohio 44286
TECHNIKOTE CORP., 63 Seabring St., Brooklyn, N. Y. 11231
Unistrut Products Co., 1013 W. Washington Blvd., Chicago, Ill. 60607

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

Bahn, L. Co., 123 W. Canton St., Boston, Mass. 02118
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Beach Co., Coshocton, O. 43812
Bevelite Inc., 4801 Pacific Blvd., Vernon, Calif. 90058
Century Lighting Inc., 521 W. 43rd St., New York, N. Y. 10036
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
Federal Electric Co., 8700 S. State St., Chicago, Ill. 60619
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa. 15010
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago, Ill. 60604
Sola Electric Co., 4613 W. 16th St., Cicero, Ill. 60650
South Bend Neon Sign Co., 215 Garst St., South Bend, Ind. 46618
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind. 47713

SIGN LETTERS AND MARQUEES

Adler Silhouette Letter Co., 11843 W. Olympic Blvd., Los Angeles, Calif. 90064
Artcraft Strauss Sign Co., 830 12th Ave., New York, N. Y. 10019
Associated T. & R. Co., 354 W. 44th St., New York, N. Y. 10036
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Bevelite Inc., 4801 Pacific Blvd., Vernon, Calif. 90058
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee, Wisc. 53212
Falk Glass and Plastics Co., Inc., 48–10 Astria Boulevard, Astoria, N. Y.
Flexlume Sign Corp., 1464 Main St., Buffalo, N. Y. 14209
Poblocki Ben B. and Sons Co., 3238 W. Pierce St., Milwaukee, Wis. 53215
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind. 47713
Wagner Sign Service, Inc., 3100 Hirsch St., Melrose Park, Ill. 60160

SOUND EQUIPMENT

Altec Lansing Corp., 1515 S. Manchester Ave., Anaheim, Calif. 92801
Ampex Electric Corp., 934 Charter St., Redwood City, Calif. 94063
Audio Visual Systems of America, 5128 Old Summer Rd., Memphis, Tenn. 38122
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y. 10019
EPRAD, 1206 Cherry St., Toledo, O. 43608
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill. 60638
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Natural Sound Corp., 1710 N. LaBrea, Hollywood, Calif. 90046
NORTH AMERICAN PHILIPS CO. (NORELCO), 1 Philips Parkway, Montvale, N. J. 07645
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J. 08101
Wenzel Projector Co., 2505-19 S. State St., Chicago, Ill. 60616

SOUND EQUIPMENT SERVICE

Altec Service Co., 222 Park Ave. South, New York, N. Y. 10003
RCA SERVICE CO., Technical Prods. Div., Camden, N. J. 08101

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10019
Genarco, Inc., 97-04 Sutphin Blvd., Jamica, N. Y. 11435
GoidE Mfg. Co., Heiland div., Denver, Colo. 80200
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York, N. Y. 10019
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601

STAGE HARDWARE

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa. 18101
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse, N. Y. 13204
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville, Tenn. 37904
Novelty Scenic Studio, Inc., 432 E. 91st St., New York, N. Y. 10028
Vallen, Inc., 225 Bluff St., Akron, O. 44304
Weiss, I. and Sons, Inc., 445 W. 45th St., New York, N. Y. 10019

STAIR TREADS

American Mat Corp., 724 Park Ave., Wapakoneta, O. 45895
Fremont Rubber Co., 115 McPherson Hwy., Freemont, O. 43420
Perfo Mat and Rubber Co., 155 Liberty Ave., Brooklyn, N. Y.
Safe Tread Co., 45 N. Broad, Ridgewood, N. J.

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Pl., St. Louis, Mo. 63113
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee, Wis. 53201
Federal Pacific Electric Products Co., 50 Paris St., Newark, N. J. 07105
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago, Ill. 60638
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York, N. Y. 10019
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville. Tenn. 37904
Superior Electric Co., 83 Laurel St., Bristol, Conn. 06010
Time-O-Matic Co., Danville, Ill. 61832
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn. 06062
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y. 10550

TICKET MACHINES & BOXES

GENERAL REGISTER CO., 271 Schilling, Cockeysville, Md. 21030
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80205
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
National Cash Register Co., Dayton, Ohio
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O. 45214

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River St., Rockford, Ill. 61101
Johnson Service Co., 507 E. Michigan St., Milwaukee, Wis. 53202
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S., Minneapolis, Minn. 55408

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York, N. Y. 10003
GLOBE TICKET CO., 112 N. 12th St., Philadelphia, Pa. 19107
International Ticket Co., 50 Grafton Ave., Newark, N. J. 07104
NATIONAL TICKET CO., 1564 Broadway, New York, N. Y. 10036
Toledo Ticket Co., 116 Erie St., Tolelo, O. 43600

TILE, STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271 Lansdale, Pa. 19446
American Tile and Rubber Co., Perrine Ave., Trenton, N. J. 08638
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati, O. 45215
Mosaic Tile Co., Zanesville, O. 43701
National Fireproofing Corp., 202 E. Ohio, St., Pittsburgh, Pa. 15212
National Tile Co., 1200 E. 26th St., Anderson, Ind. 46011
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C. 20001
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill. 60411
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O. 44702

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, SLIDES

Filmack Trailer Co., 1327 S. Wabash Ave., Chicago, Ill. 60605
NATIONAL SCREEN SERVICE CORP., 1600 Broadway, New York, N. Y. 10019

TURNSTILES

PEREY TURNSTILE CO., Inc., 101 Park Ave., New York, N. Y. 10017

UNIFORMS, SHIRTS, COLLARS

Angelica Uniform Co., 1427 Olive St., St. Louis, Mo. 63103
S. Appel and Co., Inc., 740 Broadway, New York, N. Y. 10003
Brooks Uniform Co., Inc., 3 W. 61st. St., New York, N. Y. 10023
GIBSON LEE, INC., (Successors to Reversible Collar Co.), 95 Binney St., Cambridge, Mass. 02142
Maier-Lavaty Co., 2141 Lincoln Ave., Chicago, Ill. 60614

VACUUM CLEANERS

Allen Billmyrae div., Lamson Corp., 425 Lamson St., Syracuse, N. Y. 13201
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago, Ill. 60640
Eureka Vacuum Cleaner Co., Bloomington, Ill. 61701
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn. 06600
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago, Ill. 60606
Ideal Industries, Inc., Sycamore, Ill. 60178
Kent Co., Inc., 174 Canal St., Rome, N. Y. 13440
Pullman Vacuum Cleaner Co., 33 Allerton St., Boston, Mass. 02100
Multi-Clean Prods., 2277 Ford Pkwy., St. Paul, Minn. 55101
National Super Service Co., 1946 N. 13th St., Toledo, O. 43624
Scott and Fetzer Co., The, 11401 Locust Ave., Clevelanl, O. 44102
Spencer Turbine Co., 486 Newark Ave., Hartford, Conn. 06100
Westinghouse Electric Corp., 983 Page Blvd., Springfield, Mass. 01104
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis. 53403

VENTILATING SYSTEMS

(See AIR CONDITIONING)

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York, N. Y. 10019

DRIVE-IN GUIDE

ADMISSION SYSTEMS

EPRAD COMPANY, 1206 Cherry St., Toledo, O. 43608
GENERAL REGISTER CO., 271 Schilling, Cockeysville, Md. 21030
K-Hill Signal Co., Inc., 326 W. 3rd St., Uhrichsville, O. 44683
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Palmer Engineering and Development Co., 2459 N. Chico Ave., El Monte, Calif. 91733
Taller and Cooper, Inc., 75 Front St., Brooklyn, N. Y. 11201

ATTRACTION BOARD

Adler Silhouette Letter Co., 11843 W. Olympic Blvd., Los Angeles, Calif. 90064
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
SELBY INDUSTRIES, West Richfield, Ohio 44286
Tiffin Art Metal Co., Tiffin, O. 44883
Wagner Sign Service, Inc., 3100 Hirsch St., Melrose Park, Ill. 60160

CABLE AND SPEAKER CORDS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1707 Davenport St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
U. S. Steel Corp., Pittsburgh, Pa. 15219
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles, Calif. 90001
Wheeler Ins. Wire Co., 1118 E. Aurora St., Waterbury, Conn. 06720
Whitney Blake Co., 1565 Dixwell Ave., New Haven, Conn. 06514

DRIVE-IN LIGHTING

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101

Federal Sign & Signal Co., 8764 S. State St., Chicago, Ill. 60609
SELBY INDUSTRIES, West Richfield, Ohio 44286
Tripp Mfg. Co., 133 N. Jefferson St., Chicago, Ill. 60606
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601

DRIVE-IN THEATRE SEATING

American Seating Co., 9th & Broadway, Grand Rapids, Mich. 49502
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Texas 76513
HEYWOOD-WAKEFIELD CO., Gardner, Mass. 01440
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich. 49502
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208

FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn. 06600
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore, Md. 21224
Habitant Fence Co., Bay City, Mich. 48707
SELBY INDUSTRIES, West Richfield, Ohio 44286

IN-CAR HEATERS

Arvin Industries, Columbus, Ind. 47201
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
Thermolater Co., 1628 Victory Blvd., Glendale, Calif. 91201

IN-CAR SPEAKERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Bevelite Mfg. Co., 4801 Pacific Boulevard, Vernon, Calif. 90058
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
Minneapolis Speaker Co., 3806 Grand Ave., S., Minneapolis, Minn. 55409
Motiograph, Inc., 4922 W. Grand Ave., Chicago, Ill. 60639
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Projected Sound, Plainfield, Ind. 46168
United Speaker Co., 1263 3rd Ave., New Kensington, Pa. 15068

INSECTICIDE FOGGING APPARATUS

Todd Shipyards Corp., Product div., Halleck St., Brooklyn, N. Y. 11231

INSECT CONTROL SYSTEMS

Barrett Chemical Co., H & Luzerne Sts., Philadelphia, Pa. 19124
C. B. Doige Company, Westport, Conn. 06880
Hydraulic Mfg. Co., 1100 S. Alfred St., Alexandria, Va. 22314

LITTER EQUIPMENT

Litterlift, 202 N. Mahaffee, Olathe, Kan. 66061
Mideast Sales, P. O. Box 62, Lockland, O. 45215
Tarrant Manufacturing Co., 59 Lake St., Saratoga Springs, N. Y. 12866

PLAYGROUND EQUIPMENT, RIDES

American Playground Device Co., Nahma, Mich. 49864
Burke, J. E., Co., Fond Du Lac, Wis. 54936
Doepke Mfg. Co., Rossmoyne, O. 45236
Herschell, Allen, Co., 1165 Clinton St., Buffalo, New York 14240
Hills Playground Equip. Co., Grand Prairie, Tex. 75050
Game Time, Inc., Litchfield, Mich. 49252
Jamison Mfg. Co., 8800 S. Mettler, Los Angeles, Calif. 90003
King Amusement Co., Mt. Clemens, Mich. 48043
Miracle Equip Co., Grinnell, Ia. 50112
Murdock Mfg. Co., 4056 Del Rey Ave., Venice, Calif. 90292
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Play Sculpture, 7 University Pl., New York, N. Y. 10003
Pressweld Inc., Sebring, O. 44672

POOLS AND EQUIPMENT

American Playground Device Co., Nahma, Mich. 49864
International Swimming Pool Corp., 290 Hall Ave., White Plains, N. Y. 10604

PORTHOLE BLOWERS

Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101

RAMP AND DIRECTIONAL SIGNS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
Federal Sign & Signal Co., 8764 S. State St., Chicago, Ill. 60619
Motiograph, Inc., 4922 W. Grand Ave., Chicago, Ill. 60639
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652

SCREEN COATINGS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis, Mo. 63110
TECHNIKOTE CORP., 63 Seabring St., Brooklyn, N. Y. 11231
Tropical Paint & Varnish Co., 1246 W. 70th St., Cleveland, O. 44102

SCREEN TOWERS, SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Carew Corp., York, Pa. 17405
D&D THEATRE SCREENS, P. O. Box 4042, Overland Park, Kansas 66204
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Rilco Laminated Products, Inc., 332 Minnesota St., St. Paul, Minn. 55101
SELBY INDUSTRIES, West Richfield, Ohio 44286
Timber Structures, Inc., P. O. Box 3782, Portland, Ore. 97208
Tweedy Screen Corp., 5055 N. E. 6th St., Minneapolis, Minn. 55421

SPEAKER POST (DRIVE-IN)

Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
Sonken-Galamba, Inc., Riverview at Second St., Kansas City, Kans. 66118
SELBY INDUSTRIES, West Richfield, Ohio 44286

SPEAKER REPAIR

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
Western Electronic Co., 3311 Houston Ave., Houston, Tex. 77009

Theatre Supply Dealers of the United States

Comprehensive Listing of Names, Addresses, Personnel, Telephones, and the Areas Served

Editor's Comment

The following listings are revised annually, guaranteeing users a high degree of accuracy. Though each supply dealer listed is contacted individually for confirmation of business name, address, etc., we cannot, in a yearly publication, guarantee 100 per cent accuracy.

Where supply dealers fail to confirm or revise the information carried in these FREE listings, we indicate that the previous name, address and telephone number are being carried by an asterisk (*) prior to the firm's business name. Readers and dealers finding any discrepancies are invited to notify the editor by writing THEATRE CATALOG DEPARTMENT, MOTION PICTURE EXHIBITOR MAGAZINE, 317 N. Broad St., Phila., Pa. 19107.

ALABAMA

THE QUEEN FEATURE SERVICE, INC., 2409 First Ave. N., Birmingham, 35203. Telephone: 205-251-8665, 205-328-5675. PERSONNEL—Manager: Miss Vivian Harwell. Salesmen: William H. McKenzie, R. L. Tyler. AREA SERVED—Alabama, Tennessee, Mississippi, Georgia, Northern Florida.

ARKANSAS

*ARKANSAS THEATRE SUPPLY, INC., 1015 Division St., North Little Rock. Telephone: FR 2-2632—(Emergency Night) SK 3-2067. PERSONNEL—President: H. E. Wortsmith. Manager: Mrs. Mary Tracy. AREA SERVED—Arkansas, Tennessee, Mississippi, Missouri.

CALIFORNIA

JOHN P. FILBERT CO., INC., 1100 Flower St., Glendale, Calif. 91201. PERSONNEL—President: J. P. Filbert, Jr. General Manager & Sec.-Treasurer: Spero L. Kontos.

Sales Manager: Edward P. Burke. Operations Manager: Harold M. Madison. Advertising Director: Whitney Stine. Bookkeeper: Sybil Rielly.

NATIONAL THEATRE SUPPLY COMPANY, 2001 S. La Cienega Blvd., Los Angeles, Calif. 90034. Telephone: 213-838-1821. PERSONNEL—G. J. Hessick, Ass't. V. P. Marketing, C. C. Taylor, A. C. Schuyler, S. J. Aspaas. AREA SERVED—Southern California, Arizona, Nevada.

PEMBREX THEATRE SUPPLY CORPORATION, 1100 Flower St., Glendale, Calif. 91201. PERSONNEL—President and General Manager: Louis M. Wutke, Lou Salig, Mgr. AREA SERVED—Southern California, Arizona and Nevada.

B. F. SHEARER COMPANY, 1964 S. Vermont Ave., Los Angeles 90007. Telephone: REpublic 3-1145—(Night) EXbrook 5-7577, AXminster 1-3576. PERSONNEL—Manager: Barclay W. Ardell. Salesmen: Ed Budd, Harold Smith. Engineer: Henry Grussing. AREA SERVED—Southern California, Arizona, Southern Nevada.

*GLENN E. KOROPP CO., 2731 Braynard Way, Sacramento 25, Calif. Telephone: IVanhoe 9-0941. PERSONNEL—Glenn E. Koropp, Virginia E. Koropp.

NATIONAL THEATRE SUPPLY COMPANY, 370 Golden Gate Ave., San Francisco 94102. Telephone: 771-6355. PERSONNEL—Manager: J. C. Dalk. AREA SERVED—Northern California, Nevada, Southern Oregon, Washington, Alaska.

PACIFIC THEATRE EQUIPMENT COMPANY, 142 Leavenworth Ave., San Francisco. Telephone: 771-2950.

SAMPSON ELECTRONICS, 827 Irving St., San Francisco, 94122. Telephone: 731-5200. PERSONNEL—Owner-mgr.: Steve S. Sampson. AREA SERVED—Northern Calif., Oregon and Washington.

S.O.S. PHOTO-CINE-OPTICS, 10635 W. Burbank Blvd., North Hollywood, 91601. Telephone: 213-877-5326.

B. F. SHEARER COMPANY OF CALIFORNIA, 243 Golden Gate Ave., San Francisco 94102. Telephone: 415-861-1816. PERSONNEL—Manager: R. A. Brobeck. Salesman: Wesley Rosenthal. AREA SERVED—Northern California, Nevada, Southern Oregon, Hawaii.

WESTERN THEATRICAL EQUIPMENT COMPANY, 187 Golden Gate Ave., San Francisco 94102. Telephone: 861-7571. PERSONNEL—General Manager: James R. Barry; Robert Bemis. AREA SERVED—California, Nevada, Hawaii.

COLORADO

NATIONAL THEATRE SUPPLY COMPANY, 2111 Champa St., Denver 80205. Telephones: 303-825-0201—(Emergency Night) SKyline 6-8573. PERSONNEL—Manager: J. R. Lutz. J. R. Jones. AREA SERVED—Colorado, New Mexico, Wyoming, Western Nebraska, Eastern Montana, Black Hills of South Dakota, Utah, Idaho, and Nevada.

WESTERN SERVICE & SUPPLY, INC., 2100 Stout Street, Denver 80205. Telephones: 534-7611—936-4360. PERSONNEL—President and General Manager: R. K. (Bob) Tankersley. Secretary-Treasurer: Susan Tankersley. Vice-President: Don Gallagher. Salesman: T. C. Costin. Credit Manager: Elaine Horvath. Shipping: Don Brooks and Fernando Leyba. AREA SERVED—Colorado, Wyoming, Western Nebraska, Western South Dakota, Montana, New Mexico.

CONNECTICUT

NATIONAL THEATRE SUPPLY COMPANY, 1890 Dixwell Ave., Hamden, Conn. 06500. Telephone: 288-2547. PERSONNEL—Resident Salesman: Ralph J. Mauro. AREA SERVED—Connecticut.

DISTRICT OF COLUMBIA

*BEN LUST THEATRE SUPPLY COMPANY, 1005 New Jersey Ave., N.W., Washington 1. Telephone: NAtional 8-5376-7. Owner and Manager: Irwin Lust. AREA SERVED—District of Columbia, Maryland, West Virginia, Virginia.

R & S THEATRE SUPPLY COMPANY, 306 H St., N.W., Washington 1. Telephones: 783-8938—(Emergency Night) WOodley 6-8128. EMerson 3-5686. PERSONNEL—Samuel N. Wheeler, Ross S. Wheeler. AREA SERVED—Virginia, Maryland, Delaware, District of Columbia.

FLORIDA

JOE HORNSTEIN, INC., 759 W. Flagler St., Miami, 33130. Telephones: FRanklin 4-7596—(Emergency Night)—MOhawk 7-7424. PERSONNEL—Manager: Hal Hornstein. Counter Man: E. Gilliam. Sales Engineer: M. E. Pickrell. AREA SERVED—Southern States, Caribbean.

GEORGIA

DIXIE THEATRE SERVICE & SUPPLY CO., INC., 1010 No. Slappey Blvd., Albany, Georgia. Telephones: 432-2846, (Emergency and Night) 432-1308. PERSONNEL—President and General Manager: J. O. McClung; Vice President and Chief Engineer: W. C. McClung; Vice President and Consulting Engineer: L. W. McClung, Sr.; Secretary and Treasurer: E. C. McClung; Maintenance Engineer: L. W. McClung, Jr. AREA SERVED—Georgia, Alabama, Florida, Tennessee, North Carolina.

CAPITOL CITY SUPPLY COMPANY, INC., 177 Harris St., N.W., Atlanta, 30303. Telephones: JA 1-1244—(Emergency Night) TR 2-4493. PERSONNEL—President: Donald G. Howell. Vice-President: Lewis Waits. AREA SERVED—Georgia, Tennessee, Alabama, part of Florida.

NATIONAL THEATRE SUPPLY COMPANY, 1325 Logan Circle, N.W., Atlanta, Ga. 30318. Telephone: 404 351-1418. AREA SERVED—Georgia, Florida, Alabama, Tennessee.

WIL-KIN THEATRE SUPPLY, INC., General Offices: 301 North Ave., N.E., Atlanta 30308. Telephone: 876-0347. Sales Branch: 229 S. Church St., Charlotte, N. C. Telephone: EDison 3-6101, 150 Walton St., N.W., Atlanta 3, Ga. Telephone: JAckson 2-4613. PERSONNEL — General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. Harry Wayne, Charlotte Branch Mgr. AREA SERVED—Alabama, Florida, Georgia, Tennessee, North Carolina, South Carolina.

*RHODES SOUND AND PROJECTION SERVICE, 218 E. 56th St., Savannah. Telephones: AD-3-8788—(if no answer) AD 3-1174. PERSONNEL—President: Irma F. Rhodes. Engineer and Manager: E. L. Rhodes. AREA SERVED—Georgia, Southeast South Carolina, Northern Florida.

HAWAII

CONSOLIDATED AMUSEMENT COMPANY, LTD., 1120 Bethel St., Honolulu 11. Telephone: 563751, Merchandise Department. PERSONNEL—T. A. McKee. AREA SERVED—Hawaii.

THEATRICAL EQUIPMENT AND SUPPLY COMPANY, LTD., 818 Kapiolani Blvd., Honolulu 96813. Telephone: 576351. PERSONNEL—President: Ray Jackson. AREA SERVED—Hawaiian Islands, and Pacific Ocean.

ILLINOIS

ABBOTT THEATRE EQUIPMENT COMPANY, INC., 1311 S. Wabash Ave., Chicago 60605. Telephones: 427-7573-4-5. PERSONNEL—President: Harold Abbott, Vice-President: E. M. Abbott. Treasurer: Harold Abbott, Jr. General Manager: Erwin J. Peterson. Salesman: Patrick J. Coyle. Shipping: Bruce Springer. Secretary: Elaine Korose. AREA SERVED—Illinois, Indiana, Michigan, Wisconsin.

MOVIE SUPPLY COMPANY, INC., 5795 N. Elston Ave., Chicago 60646. Mail orders: P.O. Box 72, Morton Grove, Ill. 60053. Telephone: 763-1771. AREA SERVED—Entire U. S.

LEE ARTOE CARBON CO., AN-LEE, INC., ELECTRO-CARBONS, 1243 Belmont Ave., Chicago. Telephone: DI 8-3575. PERSONNEL—Lee Artoe, President. Larry Rassmuseen, Vice-President. Ann Croucher, Secretary.

NATIONAL THEATRE SUPPLY COMPANY, 1322 South Wabash Ave., Chicago, Ill. 60605. AREA SERVED—Northern Illinois, Northern Indiana.

INDIANA

GER-BAR, INC., 339 N. Capitol Ave., Indianapolis, 46204. PERSONNEL—B. Hopkins, M. Hopkins, S. Goddard, R. Greene, A. Martin.

NATIONAL THEATRE SUPPLY COMPANY, 2070 E. 54th St., Indianapolis 46220. Telephone: 257-1361. PERSONNEL—Manager: B. N. Peterson. AREA SERVED—Indiana, Kentucky.

*PROJECTION EQUIPMENT COMPANY, Union City. Telephone: 964-5181. PERSONNEL—Geo. Wenger, Joel Wenger.

IOWA

DES MOINES THEATRE SUPPLY COMPANY, 1121–23 High St., Des Moines, 50309. Telephone: 243-6520. PERSONNEL—Owner and Manager: A. E. Thiele. Salesman: Dick Sutton. AREA SERVED—Iowa.

KANSAS

*SOUTHWEST THEATRE EQUIPMENT COMPANY, 118½ W. Douglas Ave., P. O. Box 2138, Wichita 1. Telephone: AM 2-2153. PERSONNEL—Owner and Manager: C. D. Peck. Projection Maintenance: J. O. Buckles. AREA SERVED—Kansas, Missouri, Oklahoma, Arkansas, Texas, New Mexico.

SHREVE THEATRE SUPPLY COMPANY, 541 Ann Ave., Kansas City. Telephone: FA 1-3981. President: G. W. Higginbotham. Manager: L. E. Higginbotham. AREA SERVED—United States.

KENTUCKY

FALLS CITY THEATRE EQUIPMENT COMPANY, 427–29 S. 3rd St., Louisville 2. Telephones: 584-7559, 583-3186. PERSONNEL—President: W. E. Carrell, II. Sec.-Treas.: J. Raymond Mattingly. Salesmen: Charles B. Wells, Jr., Dallas Freeman. Counter Man: Harry Woodson. Service Engineer: Ken Foote. AREA SERVED—Kentucky, Southern Indiana, Southern Ohio, Northern Tennessee.

*HADDEN THEATRE SUPPLY COMPANY, 1909 Emerson Ave., P. O. Box 4151, Louisville 40205. Telephone: 452-2153. Owner: J. Stoner Hadden. Office Manager. Henry J. Uphaus. Service Department: Gene Mitchom. AREA SERVED—Kentucky, Southern Indiana, and Southern Ohio.

LOUISIANA

HODGES THEATRE SUPPLY CO., 2927 Jackson Avenue, P. O. Box #52804, New Orleans, Louisiana 70150. Telephones: (504) 524-8356-7. (Emergency night—242-3849 and 282-1668). PERSONNEL—Manager Fred Anderson; Repairman—Joe Bertucci; Concession sales—E. DeLatte. AREA SERVED—Louisiana, Mississippi, Alabama, Northern Florida, Texas, Central and South America and Caribbean.

NATIONAL THEATRE SUPPLY COMPANY, 1000 Howard Ave., New Orleans 70113. Telephone: 524-4891. PERSONNEL—Manager: C. A. Achee, Jr. AREA SERVED—Louisiana, Alabama, Florida, Mississippi.

MARYLAND

J. F. DUSMAN COMPANY, 12 East 25th St., Baltimore, 21218. Telephones: BElmont 5-2747-48—(Emergency Night) CLifton 4-0757. PERSONNEL—Manager: Henry C. Dusman. Service: Clay Langlotz. AREA SERVED—Maryland, Delaware, Dist. of Columbia, Virginia, Penna.

NATIONAL THEATRE SUPPLY COMPANY, 6707 Whitestone Road, Baltimore 21207. Telephone: 301-944-8844. PERSONNEL—Manager: G. F. Eitel. AREA SERVED—Maryland, District of Columbia, Virginia.

MASSACHUSETTS

CAPITOL THEATRE SUPPLY COMPANY, 28 Piedmont St., Boston 02116. Telephones: LIberty 2-6797—(Emergency Night) OXford 8-6855, FAirview 3-3192. PERSONNEL—President: Frank M. Gray. Vice-President: Kenneth R. Douglass, Jr. Treasurer: Frank M. Gray. General Manager: Ernest J. Comi. Salesmen: Don Pickering, Ken Douglass, Jr., Charles Fish, Frank W. Grabau. AREA SERVED—Massachusetts, Connecticut, Rhode Island, Maine, Vermont, New Hampshire.

MAJOR THEATRE EQUIPMENT CORPORATION, 44 Winchester St., Boston. Telephone: LI 2-0445. PERSONNEL—Dave Fox, Mack Paul, Arthur Porter. AREA SERVED—New England.

MASSACHUSETTS THEATRE EQUIPMENT COMPANY, 20 Piedmont St., Boston 16. Telephone: LIberty 2-9814, LIberty 2-0356. PERSONNEL—Owner: P. E. Comi. Manager: William J. Cliggot. Sales and Installation: P. E. Comi, Joseph Testa. (Emergency Night) Joseph Testa, TWinbrook 4-4944. P. E. Comi, OXford 6-7637. AREA SERVED—All New England States.

NATIONAL THEATRE SUPPLY COMPANY, 95 Broadway, Boston, Mass. 02116. Telephone: 542-2663. PERSONNEL—Manager: Vernon J. Barrett. AREA SERVED—Massachusetts, Maine, Rhode Island.

MICHIGAN

NATIONAL THEATRE SUPPLY COMPANY, 2943 Cass Ave., Detroit, Mich. 48201. Telephone: 313-831-0793. PERSONNEL—Manager: H. W. Russell. AREA SERVED—Michigan.

RINGOLD THEATRE EQUIPMENT COMPANY, 952 Ottawa Ave., N.W., Grand Rapids 49503. Telephones: GL 4-8852—(Emergency Night) CH 3-2413. PERSONNEL—Owner and Manager: H. J. Ringold. AREA SERVED—Michigan.

THEATRE EQUIPMENT COMPANY, 2211 Cass Ave., Detroit 48201. Telephone: WOodward 1-1122. (Emergency Night) Howard Forbes, 425-9088; John Kenny, PA 2-8247. AREA SERVED—Michigan and Ohio.

MINNESOTA

*NATIONAL EQUIPMENT COMPANY, 7 E. Michigan St., Duluth 2. Telephone: RA 2-4567. PERSONNEL—James B. Enochs. AREA SERVED—Northeastern Minnesota, Northern Wisconsin.

MINNEAPOLIS THEATRE SUPPLY, INC., 51 Glenwood Ave., Minneapolis 55403. Telephones: FEderal 5-1166.—(Emergency Night) SUnset 4-7575, TUxedo 1-3494. PERSONNEL—Co-Owners: C. C. Creamer, R. C. Lahti, R. E. Lundquist, and Henry Miller. AREA SERVED—Minnesota, North and South Dakota, Northwest Wisconsin.

NATIONAL THEATRE SUPPLY COMPANY, 510 First Ave. N., Minneapolis, Minn. 55403. Telephone: 612 332-8273. PERSONNEL—Richard N. Pryd. AREA SERVED—Minnesota, North Dakota, Western Wisconsin, Eastern South Dakota.

MISSOURI

MISSOURI THEATRE SUPPLY COMPANY, 115 W. 18th St., Kansas City 8. Telephone: BAltimore 1-3070. President: G. W. Higginbotham. Vice President: L. E. Higginbotham. General Manager: Robert E. Smith, Sales Engineer: L. J. Kimbriel. AREA SERVED—Kansas, Missouri, Iowa, Nebraska, Southern Ill.

NATIONAL THEATRE SUPPLY COMPANY, 1800 Baltimore St., Kansas City 64108. Telephone: 816-221-9858. PERSONNEL—Manager: W. R. Davis. AREA SERVED—Kansas, Western Missouri, Iowa, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 1001 Hanley Industries Court, St. Louis, Mo. 63144. Telephone: 314 968-1733. PERSONNEL—Harry H. Hoff, John M. Mattler. AREA SERVED—Eastern Missouri, Southern Illinois, Western Kentucky.

NEBRASKA

BALLANTYNE INSTRUMENTS & ELECTRONICS, INC., 1712 Jackson St., Omaha 68102. Telephones: 342-4444, 342-4445, 342-4446. PERSONNEL—Executive Vice-President: J. Robert Hoff. Vice President & Ass't Gen. Mgr.: Edward J. Nelson. AREA SERVED—Entire United States.

QUALITY THEATRE SUPPLY, 1515 Davenport St., Omaha 2. Telephone: 341-7253—(Emergency Night) 391-1519. PERSONNEL—Owners: Carl and Lynn White. Manager: Carl White. Secretary: Hazel White. Salesman: Wilbur Grenville. Counter Man: Carl White, Jr. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

NEW JERSEY

NATIONAL THEATRE SUPPLY COMPANY, 411 Sette Drive, Paramus 07652. Telephone: 201-265-2700. R. H. Brunckhorst, Manager, International Division. Al Mayer, Chief Engineer, C. J. Reinke, Material Control Manager.

NEW MEXICO

EASTERN NEW MEXICO THEATRE SUPPLY COMPANY, Box 1099, Clovis. Telephone: 763-6615. PERSONNEL—Manager: C. F. Hardwick. AREA SERVED—Eastern New Mexico, Panhandle of Texas.

NEW YORK

*ALBANY THEATRE SUPPLY COMPANY, 443 N. Pearl St., Albany 4. Telephones: 465-8894 and 465-8895—(Emergency Night) 462-4309. PERSONNEL—Owners: John Bylancik, Jack McGrath. Salesmen: Ed McGaffery, John Bylancik, Jack McGrath, Jr., Manager: Jack McGrath, Sr. Counter: S. A. Heil. AREA SERVED—New York State, Vermont, Massachusetts.

AMITY INTERNATIONAL DISTRIBUTORS, INC., 19 Suffolk Street, Freeport, New York 11520. Telephone: 516 FR8-6860. PERSONNEL—President: Adolf R. Schwartz. AREA SERVED—Worldwide, except U.S. and Canada.

AUBURN THEATRE EQUIPMENT COMPANY, 11 North Street, Auburn. Telephone: 315 AL 2-5141. PERSONNEL—Owner: Selio DePasquale. Sales Manager: Charles J. Vanderloo. Office Manager: N. Strecker. Treasurer: Kathryn De Pasquale.

NATIONAL THEATRE SUPPLY COMPANY, 496 Pearl St., Buffalo 14202. Telephone: 854-1736—PERSONNEL—Manager: G. R. George. AREA SERVED—Western New York State.

CAPITOL MOTION PICTURE SUPPLY CORP., 630 Ninth Ave., New York 36. Telephone: PLaza 7-4510. PERSONNEL—Ben Perse, Harry Perse. Sales Engineer: Peter Braut. Sales and Service Administrators: Sam Ochs, Stan Horowitz. AREA SERVED—New York City, New York State, Pennsylvania, New Jersey.

CINEMATOGRAPH INTERNATIONAL, INC. (Export Division of Joe Hornstein, Inc.), 341 W. 44th St., New York 36. Telephone: 246-6285—(Emergency Night) 376-5698, 362-0989. PERSONNEL—President: George Hornstein. Vice-President: Hal Hornstein. Sales Manager: Julian Norwick. Sales Engineer: M. Pickrell. Consultant Engineer: A. Marglin. Service Engineers: D. Corbett, T. Kirby. AREA SERVED—Entire World.

CROWN MOTION PICTURE SUPPLIES CORPORATION, 146 E. 151 St., Bronx, N.Y. 10451. PERSONNEL—Owner and President: Cy Rindner. AREA SERVED—New York, Northern New Jersey, Connecticut.

JOE HORNSTEIN, INC., 341 West 44th St., New York 10036. Telephone: 246-6285. (Emergency Night) 376-5698, 362-0989. PERSONNEL—President: George Hornstein. Vice-President: Hal Hornstein. AREA SERVED—Eastern Seaboard.

NATIONAL THEATRE SUPPLY COMPANY, 1600 Broadway, New York, N. Y. 10019. Telephone: 212 245-6900. PERSONNEL: John E. Currie, V.P. Marketing, Paul P. Garst, Marvin P. Taubman, Arthur F. Baldwin, V.P. Special Projection.

S.O.S. PHOTO-CINE-OPTICS, INC., 387 Park Ave., So., New York 10016. Telephone: MU-9-9150. PERSONNEL—President: Reginald Armour. Vice-President & Treasurer: Newell P. Crawford. Vice-President Sales: Dom J. Capano. Vice-President Engineering: Wm. H. Allen. Mgr. Sales Promotion: Irving Pivovar.

STAR CINEMA SUPPLY CO., 621 W. 55th St., New York 19. Circle 6-3678. PERSONNEL—President: S. Tanney.

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*CHARLOTTE THEATRE SUPPLY, 227 S. Church St., Charlotte 28201. Telephones: 333-9651—(Emergency Night) 525-2457. PERSONNEL—Manager: Frank M. Strange. Sales Representatives: J. C. Tipton, Tommie Melton, Milton Havnaer.

DIXIE THEATRE SUPPLY COMPANY, 213 West Third St., Charlotte 1. Telephones: 332-4343—(Emergency Night) EDison 3-3381. PERSONNEL—Owner: J. B. Erskine. AREA SERVED—North and South Carolina.

NATIONAL THEATRE SUPPLY COMPANY, 624 Anderson St., Charlotte 28205. Telephone: 704-332-7753. PERSONNEL—Manager: R. D. Turnbull. AREA SERVED—North and South Carolina.

STANDARD THEATRE SUPPLY COMPANY, P. O. Box 20660, Greensboro 27420. Telephone 375-6008-09. PERSONNEL—Owner: Phil Wicker. Manager: Dean Phillips. Office Manager: John Buckwell. Billing Clerk: Frank Cloyd. Shipping and Receiving: Roy Jones, O'Neal Dixon. AREA SERVED—North and South Carolina.

THEATRE EQUIPMENT COMPANY, 1220 E. Seventh St., Charlotte. Telephones: 5-8481-2-3. PERSONNEL—Manager: R. C. Saunders. Sound Engineer: Lewis Saunders.

*WIL-KIN THEATRE SUPPLY CO., 305 South Church St., Charlotte 28201. Telephone 333-6101. PERSONNEL—General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. Branch Manager: Harry H. Wayne. AREA SERVED—North Carolina, South Carolina.

STANDARD THEATRE SUPPLY COMPANY, P. O. Box 20660, Greensboro, North Carolina 27406. Telephones: 27-26165-27-26166—(Emergency Night) CY 9-1574, BR 3-1641. PERSONNEL—Owner: Phil Wicker. Manager: Lawson Rankin. AREA SERVED—North and South Carolina, Southern Virginia.

OHIO

JONES PROJECTOR COMPANY, 2727 6th Street, Cuyahoga Falls. Telephone: 9282480. PERSONNEL—President: Harry P. Jones. AREA SERVED—Northern Ohio, and Western Pennsylvania.

NATIONAL THEATRE SUPPLY COMPANY, 1403 Central Parkway, Cincinnati, Ohio 45214. Telephone: 513 621-8903. PERSONNEL—Manager: T. M. Fisher. AREA SERVED—Southern Ohio, Eastern Kentucky.

NATIONAL THEATRE SUPPLY COMPANY, 1365 East 219 Street, Euclid, Ohio. AREA SERVED—Northern Ohio.

OHIO THEATRE SUPPLY COMPANY, 2108 Payne Ave., Cleveland 14. Telephones: PRospect 1-6545-46—(Emergency Night) LA 4-1557. PERSONNEL—Arnold Weiss, Nick Lubich. AREA SERVED—Cleveland Exchange Territory.

TOLEDO THEATRE SUPPLY COMPANY, 3916 Secor Road, Toledo 43613. Telephones: 479-7795—(Emergency Night) 882-2328. PERSONNEL—General Manager: Brad H. Brockway. AREA SERVED—Cleveland Territory, Southeastern Michigan, Northeastern Indiana.

OKLAHOMA

OKLAHOMA THEATRE SUPPLY COMPANY, 628 W. Sheridan Ave., Oklahoma City 73102. Telephones: CE 6-8691—(Emergency Night) JA 8-6813. PERSONNEL—Owners: J. Eldon Peek and Maxine Peek. AREA SERVED—Oklahoma, Panhandle of Texas, West Arkansas.

PENNSYLVANIA

BLUMBERG BROTHERS, INC., 1305-07 Vine St., Philadelphia 7. Telephones: WAlnut 5-7240-01—(Emergency Night) 4-5368. PERSONNEL—President: Irving Goldberg. Vice President: Leon Miller. Secretary: Ben Blumberg. Service Men: Mickey Lewis, Joe Haggerty (Night—GReenwood 3-9207), Leon Miller (Night—MO 4-8414), Irv Goldberg (Night—MOhawk 4-5478). AREA SERVED—Pennsylvania, Delaware, New Jersey.

BLUMBERG BROS., INC., 118 Washington Blvd. (U.S. Route #1), Laurel, Md. Telephone: 301-792-0226, Emergency 301-655-3086. PERSONNEL: Manager, Bernie McCann.

NATIONAL THEATRE SUPPLY COMPANY, 1310 Vine St., Philadelphia 19107. Telephones: 567-6156-7. PERSONNEL—Manager. William J. Hutchins. AREA SERVED—Eastern Pennsylvania, Delaware, Southern New Jersey.

SUPERIOR THEATRE EQUIPMENT COMPANY, Fox Building, 16th & Market St., Philadelphia 19107. Telephone: LOcust 3-1420. PERSONNEL—President, Jack H. Greenberg. AREA SERVED—Eastern Pennsylvania, Southern New Jersey, Delaware.

ATLAS THEATRE SUPPLY COMPANY, 1519 Forbes Ave., Pittsburgh 19. Telephones: GRant 1-4281—(Emergency Night) PE. 1-6330. PERSONNEL—President and Manager: Gordon O. Gibson. Salesman: James M. Gibson. AREA SERVED—Pittsburgh Film Territory.

NATIONAL THEATRE SUPPLY COMPANY, 107 6th St. (Fulton Bldg.) Pittsburgh 15222. Telephone: 471-4630. PERSONNEL—Manager: T. F. McCleary. AREA SERVED—Western Pennsylvania, Northern West Virginia.

RHODE ISLAND

RHODE ISLAND THEATRE SUPPLY COMPANY, 357 Westminster St., Providence. Telephone: 421-6460. PERSONNEL—Manager: H. F. Slater.

TENNESSEE

NATIONAL THEATRE SUPPLY COMPANY, 412 S. Second St., Memphis 38103. Telephone: 901-525-6616. PERSONNEL—Manager: C. C. Bach, Charles E. Matthews. AREA SERVED—Western Tennessee, Arkansas, Northern Mississippi, Southeastern Missouri.

TRI-STATE THEATRE SUPPLY COMPANY, 320 S. Second St., Memphis 3. Telephones: JA 5-8249—(Emergency Night) GL 2-5269. PERSONNEL—Owner: R. F. Blank. AREA SERVED—Arkansas, Northern Mississippi, Western Tennessee.

TEXAS

HARDIN THEATRE SUPPLY COMPANY, 714 S. Hampden Road, Dallas 75208. Telephones: Whitehall 6-2235, 6-2232 (24 Hour Service). PERSONNEL—Owner: J. H. Hardin. Manager: Joe Joseph. Salesman: Joe Joseph. AREA SERVED—Texas, New Mexico, Oklahoma, Louisiana, Arkansas, Colorado, Arizona.

MODERN SALES & SERVICE, INC., 2200 Young Street, Dallas 75201. Telephone: RI 7-3191. PERSONNEL—President: J. H. Elder. Vice-President: Charles McKinney. Sound Service Department Manager: J. C. Skinner. AREA SERVED—Texas.

NATIONAL THEATRE SUPPLY COMPANY, 806 S. Ervay St., Dallas 75201. Telephone: 214-748-2135. PERSONNEL—M. H. Mutchler, H. A. Moore. AREA SERVED—Texas, Oklahoma.

LOU WALTERS SALES AND SERVICE, 4207 Lawnview Ave., Dallas 75201. Telephone: EV 8-1550.

EL PASO THEATRE EQUIPMENT AND SERVICE COMPANY, 2804 Catnip Drive (P. O. Box 940) Zip Code 79946, El Paso. Telephone: Area Code: 915-598-0884. (Day and Night). PERSONNEL—Owner: M. Joe Birdwell. Secretary: Rosalind Birdwell. AREA SERVED—West Texas, New Mexico, Arizona, Republic of Mexico.

SOUTHWESTERN THEATRE EQUIPMENT COMPANY, 1702 Rusk Avenue, Houston 77003. Telephone: CA 2-9461. PERSONNEL—President: Al Mortensen. Store Manager: Wes Fishlock. AREA SERVED—Texas.

INDEPENDENT THEATRE SUPPLY, 2750 E. Houston, San Antonio 2. Telephone: Capitol 6-3508 (Day or Night). PERSONNEL—Owner and Manager: R. A. Barron. Secretary: Mrs. R. A. Barron. Bookkeeper: Mary E. Quezada. AREA SERVED—Texas.

UTAH

*INTER-MOUNTAIN THEATRE SUPPLY COMPANY, 264 E. First South St., Salt Lake City 1. Telephone: EMpire 4-7821. PERSONNEL—Manager: P. S. Guss. Salesman: L. Gerger.

L. AND S. SUPPLY COMPANY, 214 E. First South St., Salt Lake City. Telephone: 328-1641.

VIRGINIA

NORFOLK THEATRE SUPPLY COMPANY, 3506 Newport Ave., Norfolk, 23508. Telephone: 625-3813. PERSONNEL—Owner: Morris Ornoff. Store Manager: Robert L. Rainey.

PERDUE MOTION PICTURES, 2315 Williamson Road, N.E., Roanoke, Va. 24012. Telephones: 366-0295—Emergency 343-9940. Roscoe E. Perdue.

WASHINGTON

AMERICAN GENERAL SUPPLY COMPANY, INC., 2300 First Ave., Seattle, 98121. Telephones: MA 4-4572. PERSONNEL—President: R. E. W. Fairleigh. Treasurer: C. M. Querin. Sales Manager: Richard Fairleigh. AREA SERVED—All 50 States.

S. F. BURNS & COMPANY, INC. 2319 2nd Ave., Seattle 98101. Telephones: MAin 4-2515—(Emergency Night)—MU 2-1155, LAkeview 2-7823. PERSONNEL—Manager: S. F. Burns. Salesman: Lee W. Scott. AREA SERVED—Washington, Oregon, Montana, Idaho, Alaska.

NATIONAL THEATRE SUPPLY COMPANY, 2413 Second Avenue, Seattle, Washington 98121. Telephone: 206 MA 4-2882. PERSONNEL: Jerry Harrah. AREA SERVED—Northwest United States.

*B. F. SHEARER COMPANY, 2318 Second Ave., Seattle, 98121. Telephones: MAin 3-8247—(Emergency Night) EMerson 4-2233, EMerson 2-8480. PERSONNEL—Executive Vice-President and Manager: T. L. Shearer, Assistant: C. A. Marion. AREA SERVED—Montana, Washington, Panhandle of Idaho, Alaska, Oregon. In Oregon, call B. F. Shearer, Jr.—ME 9-3840.

WEST VIRGINIA

CHARLESTON THEATRE SUPPLY, 506 Lee St., Charleston 25312. Telephones: 344-4413—(Emergency Night) 727-0490. PERSONNEL—Owner and Manager: J. W. McBurney. AREA SERVED—Southern W. Va.; Ohio border, Kentucky, and Virginia.

LOVETT & COMPANY, Box 1127, Clarksburg. Offices: U.S. 19, Weston. Telephone: 269-3170—(Emergency Night—Clarksburg 622-2276). PERSONNEL—Owner: D. E. Lovett. Manager: Virginia Howell. Sales Rep.: Gray Barker. Clerk: D. L. McCulty. AREA SERVED—West Virginia, Virginia, Maryland, Pennsylvania.

MOORE THEATRE EQUIPMENT CO., 210 Bream St., Charleston, W. Va. 25321. Telephone: 342-6006. PERSONNEL—Owner: Donald Moore. AREA SERVED—West Virginia, Kentucky, Eastern Ohio.

*THEATRE SERVICE & SUPPLY CO., Box 1389 or 1019 10th St., Huntington. Telephone: 522-4043. PERSONNEL—S. T. Gallimore, Manager. Secretary: Mrs. S. T. Gallimore. Service: Roy Sheets, S. T. Gallimore.

WISCONSIN

HARRY MELCHER ENTERPRISES, 3238 W. Fond Du Lac Ave., Milwaukee 53210. Telephone: 442-5020.

Supply Dealers of the Dominion of Canada

Comprehensive Listing of Names, Addresses, Personnel, Telephones, and the Areas Served

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GENERAL SOUND & THEATRE EQUIPMENT, LTD., 10154—82nd Ave., Edmonton, Alberta, Canada. Telephone: 433-0227. PERSONNEL—Sales Service Representative: L. G. Kiefer. AREA SERVED—Provinces of Alberta.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 731 10th Ave., S.W., Calgary. Telephone: AMherst 2-5012. PERSONNEL—Branch Manager: J. J. Zagol.

SHARP'S THEATRE SUPPLIES, LTD., 104—4th St., S.W., Calgary. Telephones: AM 2-4076, AM 2-7266—(Emergency Night) CH 3-0757, AV 9-7578. PERSONNEL—Manager: W. G. Sharp. Service Engineer: A. E. Sick. Salesman: D. N. Rhodes. AREA SERVED—Alberta, Saskatchewan, Eastern British Columbia.

M. L. ADAMSON, 9921—113th St., Edmonton.

J. M. RICE & CO., LTD., 10029 Jasper Ave., Edmonton. Telephones: GA 2-8502—(Emergency Night) 433-4041. PERSONNEL—District Manager: Charles Carphin. General Manager: Mrs. Charles Carphin. AREA SERVED—Alberta, Western Saskatchewan, Northwest Territories, Eastern British Columbia.

BRITISH COLUMBIA

DOMINION THEATRE EQUIPMENT CO., LTD., 970 Davie St., Vancouver 1, B. C. Telephone: MU 5-6634—(Emergency Night) RE 8-3211. PERSONNEL—President: V. D. K. Fairleigh. Sales: R. E. Fairleigh. AREA SERVED—Western Canada, Yukon Territory.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 2182 West 12th Ave,. Vancouver. Telephone: RE 6-5506. PERSONNEL—District Manager: Ray Townsend. Sound Products Sales: Brian Johnstone. AREA SERVED—British Columbia and Yukon.

LA SALE RECREATIONS, LTD., (Theatre and Stadium Chairs, Carpet & Linoleum Div.), 945 Granville St., Vancouver. Telephones: MU 5-5034, MU 5-5428—(Emergency Night) RE 3-3929. PERSONNEL—President and Managing Director: S. A. Lechtzier. Vice-President: M. R. Lechtzier. AREA SERVED—Entire Dominion of Canada.

THEATRE EQUIPMENT SUPPLY CO., 956 Richards St., Vancouver 2, B.C. Telephones: 681-6926—(Emergency Night) AMherst 6-5118. PERSONNEL—Owner: H. I. Howard. Counter Man: E. R. Petch. AREA SERVED—British Columbia, Alberta, Yukon.

MANITOBA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 435 Berry St., Winnipeg 12. Telephone: 888-7543. PERSONNEL—District Manager: R. W. Mann. Sales: W. M. Tulloch. Service: M. Demytrie. AREA SERVED—Provinces of Manitoba, Saskatchewan, Alberta, and Ontario Lakehead.

J. M. RICE & CO., LTD., 430 Kensington St., Winnipeg 21. Telephones: TU 8-7987—(Emergency Night) VE 2-2492. PERSONNEL—President & General Manager: J. L. Rice. Sound Engineer: H. E. Kinnear. Salesman: N. Wolk. AREA SERVED—Manitoba, Saskatchewan, Western Ontario.

NOVA SCOTIA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., P.O. Box 124, Dartmouth, N.S. Telephone: 466-2268. PERSONNEL—Communication Sales, H. W. Jacques. Theatre Sales & Service, W. Orr. AREA SERVED—Maritimes. District Office, St. John, N.B.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 93 Prince William St., St. John, N.B. Telephone: 693-2819. PERSONNEL—District Manager: Cecil L. Johnston. AREA SERVED—Maritime Provinces.

ONTARIO

GENERAL SOUND & THEATRE EQUIPMENT, LTD. (Head Office) 7 Banigan Drive, Toronto 17. Telephone: 425-1026. PERSONNEL—President: Lloyd C. Pearson. Comptroller: Lorne E. Smith. Secretary: Angus MacCunn. Treasurer: Ralph B. M. Shaw. Merchandise Manager: Walter Raps. Supervisor Theatre Sound & Projection: W. K. Reason. Ontario District Manager: W. Walterhouse. Sales and Service Inspector: Eric A. Grant, London, Ont., Norman Smith, Hamilton, and Andrew Bridger, Timmins. AREA SERVED—Ontario except Ottawa Valley and Lakehead.

THE ROBERT SIMPSON COMPANY, LTD., Contract Division, 45 Richmond Street West, Toronto 1, Ontario. (Head Office) PERSONNEL—General Manager all branches; L. E. Wicklum. Assistant general manager: R. A. Savage. Western branch manager: R. H. Dickson. BRANCHES AND OFFICES—E. W. Bryant, Toronto; E. S. Scarff, London; H. K. Ellis, Sudbury; W. Shorrock, Montreal; E. A. Wigley, Halifax; R. H. Dickson, Vancouver; J. M. Illingworth, Calgary; R. A. Harris, Edmonton; R. W. Boechler, Regina; H. Krahn, Saskatoon; J. C. G. Hood, Winnipeg.

STRAND ELECTRIC, LTD,. 261 Davenport Road, Toronto 5. Telephone: 925-5108.

OTTAWA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 10 Bristol Ave., Ottawa 1. Telephones: 234-3571; 235-9327. PERSONNEL—Representative: J. H. Hewson.

QUEBEC

BEST THEATRE SUPPLY, REGD., 4810 Denis St., Montreal 34. Telephone: 842-6762.

GENERAL SOUND & THEATRE EQUIPMENT LTD., 160 Bates Road, Montreal 26, P. Q. Telephone: REgent 9-6381. PERSONNEL—Quebec District Manager: J. J. Kilcullen. Sales: Y. Plamondon, W. Belanger, G. Latorre, A. Lalumiere. Technicians: P. Gaillard, R. Hindian, R. Simard, G. Cote, G. Poirie, F. Denarco, F. Cardinal, C. Rivet. Quebec Office, 3226 Milleret St., Quebec 10. Telephone: 653-7333. Branch Manager: C. Goudreault. AREA SERVED—Provinces of Quebec and Ottawa Valley.

RCA VICTOR COMPANY, LTD., 1001 Lenior Street, Montreal 30. Telephone: WEllington 3-7551. PERSONNEL—President: J. D. Houlding. Vice-President, Consumer Products: G. L. Mansour. Vice-President, Technical Products: J. Sutherland. AREA SERVED—Branch offices in Halifax, Quebec, Montreal (Royalmount), Ottawa, Toronto, Winnipeg, Calgary, Edmonton, Vancouver. Distributors: A. A. Murphy & Son, Saskatoon, Sask., W. Ouellet et Fils, Rimuski, Quebec.

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Comprehensive Listing of Names, Addresses, Personnel, Products, and the Areas Served

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A. BESSE AND COMPANY (ADEN), LTD., Aden. Products Sold: Philips Projection and Sound Equipment.

AFGHANISTAN

NETHERLANDS AFGHANISTAN FOUNDATION, c/o Banke Millie Club, Djad, Nadir Pashtoon, Kabul. Products Sold: Philips Projection and Sound Equipment.

ALGERIA

S. A. PHILIPS NORD-AFRICAINE, Immeuble Mauretania, Carrefour de l'Agha, Algiers. Products Sold: Philips Projection and Sound Equipment.

ARGENTINA

PHILIPS ARGENTINA, S. A., Cordoba 1351, Poso 8, Buenos Aires. Products Sold: Philips Projection and Sound Equipment.

AUSTRALIA

NATIONAL THEATRE SUPPLY of Australasia Pty., Ltd., 103 Hoddle St., Richmond, Victoria. Telephones: 413108, 413109. Manager: M. Ford. Products Sold: Cinemeccanica, Gaumont Kalee. AREA SERVED—Victoria.

NATIONAL THEATRE SUPPLY of Australasia Pty., Ltd., 447 Murray Street, Perth, Western Australia. Telephone: 21-7725. Manager: A. Crew. Products Sold: Cinemeccanica and Gaumont Kalee Products. AREA SERVED—Western Australia.

NATIONAL THEATRE SUPPLY of Australasia Pty., Ltd., 164 Melbourne St., South Brisbane, Queensland. Telephones: 45-831, 45-832. Manager: J. Welch. Products Sold: Cinemeccanica and Gaumont Kalee Products. AREA SERVED—Queensland.

NATIONAL THEATRE SUPPLY of Australasia Pty., Ltd., Wests Theatre Bldg., 93 Hindley St., Adelaide, South Australia. Manager: J. Wright. Telephone: 51-3742. Products Sold: Cinemeccanica and Gaumont Kalee Products. AREA SERVED—South Australia.

PHILIPS ELECTRICAL INDUSTRIES PTY., LTD., Head Office: 69-73 Clarence St., Sydney. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Australia.

NATIONAL THEATRE SUPPLY of Australasia Pty., Ltd., 49 Market St., Sydney, New South Wales. Telephone: 20-663. General Manager: R. Smith, New South Wales. Manager: J. Harrison. Products Sold: Cinemeccanica, Westrex, and Gaumont Kalee Products. AREA SERVED—Australia.

AUSTRIA

PHILIPS, G.M.B.H., Triesterstrasse, Vienna. Products Sold: Philips Projection and Sound Equipment.

WIENER SCHWACHSTROMWERKE, Neubaugasse 1, Vienna, Austria. Products Sold: Philips Projection Equipment.

BELGIUM

PHILIPS, S.A., 37-39 Rue d'Anderlecht, Brussels. Products Sold: Philips Projection and Sound Equipment.

SOCIETE BELGE INDUSTRIELLE, S.A., 14 Square Marie-Louise, Brussels. Products Sold: RCA Theatre and Sound Equipment.

TELLIGSON S.P.R.L., 88 Rue des Palais, Brussels 3. Products Sold: National Theatre Supply Company line.

WESTREX Co., Belgium, S.A., N.V., 16 Place Des Martyrs, Brussels, 1, Belgium.

BERMUDA

BERMUDA GENERAL THEATRES, LTD., Hurstholme, Hamilton. Products Sold: National Theatre Supply Company Line.

BOLIVIA

PHILIPS SUDAMERICAN, S.A., Cajon Postal 2964 La Paz, Bolivia. Products Sold: Philips Projection and Sound Equipment.

S. A. C. I., Suers. de Simon F. Bedoya, Casilla 346, La Paz. Products Sold: RCA Theatre and Sound Equipment.

BRAZIL

IMPORTACAO E COMERCIO DE MATERIALS Cinematograficos Simplex Ltda., Rua de Triunfo 120 Sao Paulo, Brazil National Theatre Supply Company Line.

COMPANHIA BLACK (Main Office), Rua Conselheiro Nebias 263-2°, P.O. Box 4045. Telephones: 34-8771, 32-0196. Telegrams: "Goumont." Products Sold: Sole Agent, Rank Precision Industries, Ltd.

WESTREL ELECTRONICA e TECHNICA, Ltda., Rua Jan Pablo Duarte 40, Sala 207, Rio De Janiero, S. A. Products Sold: Westrex Line.

BRITISH GUIANA

BOOKERS STORES LTD., Bookers Garage, (Radio Department), 13-15 Water Street, Georgetown (Demerara). Products Sold: Philips Projection and Sound Equipment.

WIETING AND RICHTER, LTD., 40 Mundy Street, Georgetown (Demerara). Products Sold: Gaumont-Kalee line. Personnel Engineer: Chas. W. Nascimento.

BRITISH HONDURAS

MACMILLAN BROTHERS, Belize. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Colony of British Honduras.

BURMA

U KYAW NYUNT, Technical Representative, 299/301, 40th St., (Top Floor). Cable: TECHREP, RANGOON. P.O. Box 537. Telephone: 17148. Products Sold: Philips Projection & Studio Equipment.

CEYLON

CEYLON SERVICE AND SUPPLIES COMPANY, LTD., P.O. Box 89, Colombo. Products Sold: RCA Cinema Equipment 16mm, RCA Sound & Broadcasting Equipment.

CEYLON THEATRES, LTD., 8 Sir Chittampalan A Gardiner Mawatte, Colombo 2. PERSONNEL—Managing Director: S. Sellamuttu. Telephone: 3243-44. Products sold: Gaumont-Kalee, Bell and Howell, Kershaws.

CHILE

MR. JORGE MAX VILA, Casilla 9820, Santiago. Products Sold: National Theatre Supply Company line. AREA SERVED—Chile.

PHILIPS CHILENA, S.A., Casilla 2687, Santiago. Products Sold: Philips Projection and Sound Equipment.

CHINA (FORMOSA)

*WESTREX CO., ASIA, International House, Section 3, Hsin Yee Road, Taipei, Products Sold: Westrex Co. line. AREA SERVED—Formosa.

COLOMBIA

CINETELCO, LTD., Apartado Aerero 4645, Bogota. Telephone: 421-127—426-202. Products Sold: Westrex Co. line. AREA SERVED—Colombia.

PHILIPS COLOMBIANA, S.A., Apartado, Aereo 4282, Bogota. Products Sold: Philips Projection and Sound Equipment.

CONGO, DEMOCRATIC REPUBLIC OF

PHILIPS CONGO, S.C.R.L., B.P. 1798, Leopoldville. Products Sold: Philips Projection and Sound Equipment.

PHILIPS, S.A., B.P. 2546. Elizabethville, Katanga. Products Sold: Philips Projection and Sound Equipment.

COSTA RICA

IMPORTADORA FILMICA COMERCIAL, LTDA., Apartado Correo 939, San Jose. PERSONNEL—Owner and Managing Director: Carlos Fc. Jinesta. Owner and Manager: Charles G. Bertsch. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Costa Rica.

PHILIPS DE COSTA RICA, LTD., P. O. Box 4325, San Jose. Products Sold: Philips Projection and Sound Equipment.

DOMINGO VARGAS, A., P. O. Box 3675, San Jose. Products Sold: Projection and Sound Equipment. AREA SERVED—Costa Rica.

CYPRUS

F. CIRILLI & CO., Ltd., P. O. Box 271, Nicosia, Cyprus. Product Sold: Westrex Line.

D. OUZOUNIAN, M. SOULTANIAN AND COMPANY, LTD., P. O. Box 775, Nicosia. Products Sold: Philips Projection and Sound Equipment.

DENMARK

BANG & OLUFSON, A.S., Alhambravej 5, Copenhagen V. Telephone: Hilda 1991. Products Sold: Philips Projection Equipment.

PHILIPS A.S., Prays Blvd. 80, Copenhagen S. Products Sold: Philips Projection and Sound Equipment.

WECONORD A/S, Vesterport 481, Copenhagen V, Denmark. Product Sold: Westrex Line.

DOMINICAN REPUBLIC

MESSRS. R. ESTEVA Y CIA C. por A., Calle el Conde 59, Apartado 663, Santo Domingo. Products Sold: Philips Projection and Sound Equipment.

JOAQUIN GINEBRA, Apartado 902, Santo Domingo. Products Sold: National Theatre Supply Company line. AREA SERVED—Dominican Republic.

ECUADOR

PHILIPS ECUADOR, S. A., Casilla 2376, Quito. Products Sold: Philips Projection and Sound Equipment.

ETHIOPIA

MAISON F. LIVIERATO (Eth.) Ltd., P. O. Box 1699, Addis Ababa. Product Sold: Westrex Line.

PHILIPS (ETHIOPIA), S.A., P. O. Box 659, Addis Ababa. Telephone: 2771. Products Sold: Philips Projection and Sound Equipment.

FINLAND

OY PHILIPS AB, Box 255, Helsinki. Products Sold: Philips Projection and Sound Equipment.

FRANCE

(See Separate Entry for ALGERIA)

HIGH FIDELITY SERVICES, 14 Rue Pierre Semard, Paris 9. Product Sold: Westrex Line. AREA SERVED—All France.

MOVIE-SONICS SARL, 120 Champs-Elysees, Paris 8. PERSONNEL—General Manager: R. deTalance. Products Sold: National Theatre Supply line.

PHILIPS ELECTRO-ACOUSTIQUE, S. A., 162, Rue St. Charles Paris 15. Products Sold: Philips Projection and Sound Equipment.

STE. DES THEATRES CINEMATOGRAPHIQUES PATHE, S.A., 6 Rue Francoeur, Paris 18. PERSONNEL—General Mgr. J. Ottoz. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Algiers, France, Belgium, and the U.S.

GERMANY

DEUTSCHE PHILIPS Gm.b.H., Mönckebergstrasse 7 (24a) Hamburg 1. Products Sold: Philips Projection and Sound Equipment.

GHANA

SOCIETE COMMERCIALE DE L'OUEST-AFRICAIN, Accra. Products Sold: Philips Projection and Sound Equipment.

GREAT BRITAIN

ANDREW SMITH HARKNESS LTD., Station Road, Borehamwood, Herts. Telephone: Elstree 3611. Products Sold: Perlux Screens, Matt White and Silver. AREA SERVED—Entire World.

ASSOCIATED ELECTRICAL INDUSTRIES LTD., 132-35 Long Acre, London, WC2. Telephone: Temple Bar 344. Products Sold: AEI SUPA 35mm Projectors, Reproducer Equipment, Mada Xenon Lamps and Lamphouses; Xenon Rectifiers, Lanterns, Automation Equipment, Morganite Carbons, Screens, Hi-Fi, PA., 16mm Equipment, General Supplies, etc. Branches: 76 Sherlock Street, Birmingham 5. Telephone: Midland 8391; 108 Renfield Street, Glasgow, C2. Telephone: Douglas 5799; Sheepscar Street, Leeds 7. Telephone: Leeds 36951; 4 Whitworth Street, Manchester 1. Telephone: Central 9977-8.

AUTOMATICKET LTD., 197 Wardour Street, London, W1. Telephone: 01-437-3482. Products Sold: Tickets, Ticket Issuing Machines, Recording Machines, Sales Registers. General Manager: S. D. Roper. Branches: St. Martins House, Bull Ring, Birmingham. Telephone: Midland 3784/7368; Cumberland House, The Promenade, Clifton, Bristol 8. Telephone: Bristol 39385/6; 7 High Street, Cardiff. Telephone: Cardiff 31759; 62 Robertson Street, Glasgow C2, Scotland. Telephone: Central 0464/5; 20-22 Britannia House, Wellington Street, Leeds 1. Telephone: Leeds 21515/6; 14 Fraser Street, Liverpool 3. Telephone: Liverpool North 30-53/4; 21 Spring Gardens, Manchester. Telephone: Blackfriars 0162/4505; 12 Newbridge Street, Newcastle-on-Tyne. Telephone: Newcastle 21482/3; 147 Lower Parliament Street, Nottingham. Telephone: Nottingham 51519.

R. BOVILSKY, 34 Batson Street, Glasgow, C4. Products Sold: Projection Equipment, Seating, etc.

BRITISH ARC LAMP CARBON MANUFACTURERS ASSOCIATION, Chadwell Works, Grove Road, Chadwell Heath, Essex. Telephone: Goodmayes 2421-6. Products Sold: Carbons, Autoarc Fully Automatic.

J. FRANK BROCKLISS LTD., 167/169 Wardour Street, London, W1. Telephone: 01-437-2911. Personnel: Director, F. E. Durban, FBKS. Products Sold: Philips Projection and Sound Equipment, etc. Branches: 54 George Street, Edgbaston, Birmingham 15. Telephone: Edgbaston 4960; 3 The Parsonage, Manchester 3. Telephone: Blackfriars 5974; 181 Howard Street, Glasgow, Scotland. Telephone: Bell 1156.

A. BUCKLEY, 110 Finkle Lane, Gilderstone, Morley, Leeds, Yorkshire. Telephone: Batley 2431, Morley 2902. Products Sold: Zippa and Branson Changeovers, Exporters of New and Used Theatre Equipment.

CINESALES LTD., 49 Firth Street, London, W1. Telephone: 01-437-5457. PERSONNEL: J. Sturgeon, E. Sturgeon. Products Sold: Arc Lamps, Inductors, Film Splicers, Other Theatre Equipment and Accessories.

A. COLTMAN & COMPANY LTD., Fairfield Works, Hounslow, Middlesex. Telephone: Hounslow 3265-6. Products Sold: Display Frames, Category Boards, Interchangeable Lettering, Compo Ornamentation, and Complete Service Installation.

ESSOLDO (FURNISHERS) LTD., 79 Howard Street, Glasgow, C1, Scotland. PERSONNEL: Managing Director, Peter Mann. Products Sold: All Theatre Furnishings. AREA SERVED: U.K.

JOHN FOSTER & SON LTD., Black Dyke Mills, Queensbury, Yorks. Telephone: Queensbury 2271-7. Products Sold: Curtains, Coverings, Velors, Velvets.

FOSTERS (DECORATIONS AND CURTAINS) LTD., 375 Westdale Lane West, Nottingham. Telephone: Nottingham 47704. Products Sold: Stage Curtains, Draperies, Joining, Scenery, Carpets, Flooring, Suspended Ceilings. Specialists in Theatre Decoration, Spray Decoration.

W. J. FURSE & COMPANY LTD., Traffic Street, Nottingham. Telephone: Nottingham 47704. Products Sold: Stage Lighting, Curtains, Curtain Tracks, Color Changing Dimming Equipment.

GENERAL BUILDING AND THEATRE EQUIPMENT LTD., Cranbourn Mansions, Cranbourn Street, London, W1. Telephone: 01-437-2274. General Manager, Richard Tilbury. Products Sold: Complete Theatre Equipment and Supplies.

GIROSIGN LTD., 86-88 Wardour Street, London, W1. Telephone: 01-437-3526-27. Director, Bill Maelor-Jones. Products Sold: Publicity Frames, Stills, Art and Silk Screens, Poster Services, Seat Indicators, etc.

HACKBRIDGE & HEWITTIC ELECTRIC COMPANY, LTD., Hersham, Walton-on-Thames, Surrey. Telephone: Walton-on-Thames 28833. Products Sold: Rectifiers, Transformers, Switchgear.

KINEMATOGRAPH EQUIPMENT COMPANY LTD., 36 Golden Square, London, W1. Telephone: 01-437-5102-3. Products Sold: Full Range of Theatre Equipment and Furnishings.

H. LAZARUS & SON LTD., 2 Luke Street, London EC2. Telephone: Shoreditch 8727. Products Sold: Theatre Seats, Carpets, Floor Coverings, Draperies, Stage Equipment.

MODERNISATION LTD., 622 Bradford Road, Batley, Yorks. Telephone: Bately 3401. Products Supplied: Specialists in Redesigning, Redecorating, Reconstructing, Re-Equipping Theatres. Branches: 8 Pamerston Road, Sheffield 10. Telephone: Sheffield 61703—Friese Greene; 16 Phipson Road, Sparkhill, Birmingham 11. Telephone: Birmingham South 0485—C. V. Hutchin; 22 Cyncoed Road, Cardiff. Telephone: Cardiff 31609—H. Phillips; 130 Renfield Street, Glasgow C2. Telephone: Douglas 7508—G. K. Baker; 23 Fir Grove, New Malden. Telephone: Malden 0389—D. J. Gaillard; 52 Stowell Street, Newcastle-on-Tyne. Telephone: Newcastle 25539—Carter Crowe.

FREDERICK G. PALMER, LTD., 40 Frith Street, London, W1. Telephone: 01-437-4796/6153. Products Sold: Projection, Theatre Equipment, Furnishings, and Accessories, etc.

PATHE EQUIPMENT LTD., 177 Wardour Street, London, W1. Telephone: 01-437-1544 (seven lines). (A subsidiary company of the Associated British Picture Corporation). Director and General Manager, George McLean. Products Sold: Full Range of Philips Theatre Projection Equipment, Stage Equipment, Lighting and Accessories, Theatre Furnishings, Seating, Draperies, All Floor Coverings. Full equipping of civic and scholastic auditoria a specialty. Branches: 59 John Bright Street, Birmingham. Telephone: Midland 1292—B. Pearce; 2 Museum Place, Cardiff, Wales. Telephone: Cardiff 21865—R. A. Stewart; 41 St. Vincent Place, Glasgow, Scotland. Telephone: City 4169—D. Foster; 2 Britannia House, Wellington Street, Leeds. Telephone: Leeds 30325—D. H. White; 177 Wardour Street, London, W.1. Telephone: 01-437-1544—H. E. Love; 432 The Royal Exchange, Manchester. Telephone: Blackfriars 9702—D. J. Jones.

PHILIPS ELECTRICAL IND. LTD., Century House, Shaftesbury Avenue, London, WC2. Products Sold: Electrical Equipment.

RANK AUDIO VISUAL LIMITED, P. O. Box 613, Woodger Road, Shepherd's Bush, London W.12. Telephone: 01-743-2050 (a Division of the Rank Organisation). Managing Directors—T. E. Chilton and A. G. Smith. Products Sold: 70/35mm Projection, Screens, Lenses, Full 16mm Ranges, Public Address Equipment, Stage Equipment and Lighting, Furnishings, Seats, Carpets, Floor Coverings, Draperies, etc. Cinemation and Cinematic Automatic Theatre Control Systems and other automated projection devices. Civic and scholastic auditoria, etc., contracts a speciality.

Representatives: Glasgow (North Region)—J. L. Paterson, 16 Broomvale Drive, Newton Mearns, Glasgow. Telephone: Newton Mearns 2559. Cattigan D. Flat 16F, Maxwellton Court, Paisley, Renfrewshire. Telephone: Paisley 6160. Manchester (Central Region 1)—Mould L. H., 12 Yew Tree Park Road, Cheadle Hulme, Cheshire. Telephone: Hulme Hall 1385. Manchester (Central Region 2)—Hallwood E. Q., 302 Queens Drive, West Derby, Liverpool 13, Lancs Telephone: Stoneycroft 7051. Taylor E. P., 55 High Ash Crescent, Alwoodley, Leeds 17, Yorks. Telephone: Leeds 686641 (0532-686641). Birmingham (Midland Region)—Melsom A. L., 827 Walsall Road, Great Barr, Birmingham 22A—Telephone: Great Barr 1423—Dexter B. T., 40 Henley Street Alcester, Warwickshire—Telephone: Alcester 2375 (0789'-71'2375). Cardiff (West Region)—Evans R. H., (South Wales) "St. Hilary," 25 Heol Tynycae, Cardiff—Telephone: 60570—Daley B. J. (West of England)—6 Brynmoor Park, Higher Compton, Plymouth, Devon—Telephone: Plymouth 72903. London (South Region)—Jordan F., 39 Ascot Close, Bishops Stortford, Herts—Telephone: Bishops Stortford 51923—Lloyd D. S., 34 Carlingford Road, Hampstead, London, N.W.3. Telephone: Hampstead 4924—Hobbs V., 177 Osward, Courtwood Lane, Addington, Surrey—Telephone: 657-0788—Legg B. B., 10 Hillside Court, Crossbrook Street, Cheshunt, Herts. Telephone: Waltham X.27869 (97-27869). Belfast—Hunter G., 28 Earlswood Road, Belfast 4, Ireland Telephone: Belfast 658328 (0232-658-328)—Dublin (Branch)—Callan J., 81 Lower Leeson Street, Dublin 2., Telephone: Dublin 64976/7.

RCA GREAT BRITAIN LTD., Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex. Telephone: Sunbury-on-Thames 5511. Products Sold: Projectors, Sound, Public Address, Tape Recorders, Microphones, Electronic Equipment, TV. Branches: 58 Howard Street, Belfast, NI. Telephone: 2472. District Manager—N. J. Railton; 164 Stratford Road, Shirley, Birmingham. Telephone: Birmingham Shirley 1819. District Manager—S. J. C. Taylor; 46 Charles Street, Cardiff, Wales. Telephone: Cardiff 30194. District Manager—J. H. Welch; 58 West Regent Street, Glasgow, Scotland. Telephone: Douglas 4712. District Manager—A. Lees; 274 Deansgate, Manchester. Telephone: Blackfriars 7092. District Manager—F. R. Phillips; 36 Clayton Street W, Newcastle on Tyne. Telephone: Newcastle 23039. District Manager—R. T. Wheatley.

ROBERT RIGBY LTD., Premier Works, Northington Street, London, WC1. Telephone: Holborn 2944. Products Sold: Premier Slide Projectors, Spotlights, Film Splicers, Fire Shutters, Theatre and Projection Accessories, Editing Room Equipment, Transit Cases, etc.

R. SANKET, Regal Cinema, Atherstone, Warwicks. Telephone: Atherstone 2220. Products Sold: Secondhand, Government Surplus, etc., 35mm and 16mm Projection Equipment, Seating, etc., for Home and Overseas.

SOUND & SCENE SERVICES (LONDON) LTD., 145 Wardour Street, London, W1. Telephone: 01-437-7238. Managing Director—S. Goldwater. Products Sold: Projectors, Sound, Screens, Seating, Furnishings, etc.

STAGE FURNISHINGS LTD., 346 Sauchiehall Street, Glasgow C2. Telephone: Douglas 6431. Products Sold: Strand Electric and Engineering Company Range.

FRED V. STEELE LTD., (Incorporating Provincial Cinematograph Trading Company), 7 Stainburn Drive, Leeds 17. PERSONNEL—A. R. Steele. Products Sold: Projection, Sound and General Theatre Equipment. AREA SERVED: Yorkshire, Lancashire, Nottinghamshire.

STRAND ELECTRIC & ENGINEERING COMPANY LTD., 29 King Street, London, WC2. Telephone: Bar 4444. Cables: Spotlite London. Branches: Manchester, Glasgow, Darlington, Bristol, Dublin (Ireland), Melbourne (Australia), Toronto (Canada). Products Sold: Lighting Equipment, Dimmer Control Systems, etc.

W. W. TURNER AND COMPANY LTD., Station Road, Northfield, Birmingham 31. Telephone: Priory 1171/3. London Office—28 Newman Street, London, W1. Telephone: Museum 0226. Products Sold: Theatre Chairs, Carpets, Curtains.

WALTURDAW CINEMA SUPPLIES, 22 High Street, Kingston-on-Thames Surrey. Telephone: Kingston 6858-0394. Products Sold: Projectors, Sound Equipment and Accessories. Manufacturers of Dimmers, Dimmer Boards and Resistances.

WESTREX COMPANY LTD., 152 Coles Green Road, Cricklewood, London NW2. Telephone: Gladstone 5401. Managing Director—P. J. Buck. Branches—25a Lee Bank House, 63 Blucher Street, Birmingham 1. Telephone: 021-643 9478-9; 10 Museum Place, Cardiff, Wales. Telephone: Cardiff 38399; 173 City Road, Cardiff. Telephone: Cardiff 38499; 141 Bath Street, Glasgow, C2. Telephone: City 5404/5; 3-4 Wellington Chambers, Wellington Street, Leeds 1. Telephone: Leeds 21769; 1 North Parade, Deansgate, Manchester 3. Telephone: Blackfriars 6448-9; 14a North Terrace, Claremont Road, Newcastle-on-Tyne. Telephone: Newcastle 26551; Odeon Building, Angel Row, Nottingham. Telephone: Nottingham 47769. Products Sold: Projectors, Sound Reproducers, Recording Equipment, Public Address Equipment and Communications Equipment.

GREECE

DIMITRI A. LAMBROU, 2 Vassilikis St., Athens 123. Product Sold: Westrex Line.

PHILIPS S.A. HELLENIQUE COMMERCIALE DE PRODUITS ELECTROTECHNIQUES, P.O. Box 153, Athens. Products Sold: Philips Projection and Sound Equipment.

GUATEMALA

PHILIPS DE GUATEMALA S.A., P.O. Box 238, Guatemala City. Products Sold: Philips Projection and Sound Equipment.

RAMIRO SAMAYOA M., Avenida Elena 14-75, Cine Popular, Guatemala City. Products Sold: National Theatre Supply Company line. AREA SERVED—Guatemala.

HONDURAS

CINEMATOGRAFICA, S. de R. L. Apartado Postal 110, Teguicigalpa. Products Sold: RCA Theatre and Sound Equipment.

HONG KONG

ELEPHANT RADIO CO., LTD., 208–209 Bank of East Asia Building, 10 Des Voeux Road, Central, Victoria. Managing Director & Chief Engineer: Norman F. C. Li. Manager: Y. S. Wong. Products Sold: RCA Theatre and Sound Equipment, National Theatre Supply Company line.

PHILIPS HONG KONG, LTD., P.O. Box 2108. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, ASIA, 31 Queen's Road Central, Hong Kong. Product Sold: Westrex Projection and Sound Equipment.

ICELAND

SNORRI P. B. ARNAR, P.O. Box 354, Reykjavik. Products Sold: RCA Theatre and Sound Equipment and Philips Projection and Sound Equipment.

INDIA

CINERAMA, 532 Sandhurst Bridge, Bombay 7. Telephone: 75411-2. PERSONNEL—Director: Shreeprakash Agarwal. Product Solds: RCA Theatre and Sound Equipment. AREA SERVED—Bombay State, Hyderabad, Madhya Bharat, Madhya Pradesh, Rajasthan, Vindhya Pradesh, Bhopal.

CINERAMA Private Ltd., Metro House, Post Box No. 1232, Mahatama Gandhi Rd., Bombay 1. Product Sold: Westrex Line.

EVERGREEN PICTURES, 15 New Queen's Road, Bombay 4. Telephone: 27533. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, M. N. Kapadia, M. R. Kapadia, J. R. Kapadia. Products Sold: National Carbons, Spares and Components for all makes of Theatre Equipment. AREA SERVED—All of India.

PHILIPS INDIA, LTD., Dugal House, Backbay Reclamation Navroji Road, (P.O. Box 309), Bombay 1. Products Sold: Philips Projection and Sound Equipment.

PHOTOPHONE EQUIPMENTS LTD., Sandhurst Bridge, 532 Sardar Vallabhbhai Patel Road, Bombay 7 WB. Products Sold: RCA 35mm Theatre Equipment and 16mm Projectors (Manufactured in India), RCA Film Recording Equipment, Simplex Projector and entire National Theatre Supply Company line. AREA SERVED—India, Pakistan, Burma, Ceylon and Afghanistan.

GENERAL RADIO AND APPLIANCES PRIVATE, LTD., 3 Madan St., Calcutta 13. Telephone: 23-6038. PERSONNEL—Managing Director: Y. A. Fazalbhoy: Branch Manager: D. V. J. Raju. Products Sold: National Theatre Supply Company line Strong Lamps and Rectifiers, International Seats. AREA SERVED—Provinces of West Bengal, Bihar, Orissa, Assam and Kingdom of Nepal.

PHILIPS INDIA LTD., 7 Justice Chandra Madhab Road. Calcutta 20. Products Sold: Philips Projection and Sound Equipment.

PHILIPS INDIA LTD., 35/4, Mount Road, Madras 2. Products Sold: Philips Projection and Sound Equipment.

PHILIPS INDIA LTD., 68 Najafgarh Rd., New Delhi-15. Delhi-Aiemere Gate Extension. New Delhi. Products Sold: Philips Projection and Sound Equipment.

PHOTOPHONE EQUIPMENTS LTD., Delite Cinema Bldg., Asafali Rd., New Delhi, 1. PERSONNEL—Manager: N. Kumar Jain. Products Sold: RCA Theatre and Sound Equipment and National Theatre Supply Company line.

EVERGREEN (BANGALORE) PRIVATE, LTD., 1/D Rashtrapathi Road Secunderbad. Telephone: 6707. AREA SERVED—Hyderabad and Andhra States.

GENERAL RADIO & APPLIANCES, LTD., 8902/1-2 Rashtrapthi Rd., Secunderbad. Branch Manager: V. N. Ramanthan. Products Sold: RCA & Simplex lines.

INDONESIA

HADI TRADING & INDUSTRIAL CORP., Ltd., P. O. Box 2437, Djakarta. Product Sold: Westrex Line.

IRAN

CENTRAL CINEMA STUDIO CO., Ltd., P. O. Box 1529, Teheran. Product Sold: Westrex Line.

PHILIPS IRAN, LTD., P.O. Box 1297, Teheran. Products Sold: Philips Sound and Projection Equipment.

RADIO SHAHAB COMANY, Av. Naderl 720, Teheran.

IRAQ

AFRICAN IRAQI TRADING CO., P.O. Box 17, Rashid St., Baghdad. Products Sold: Philips Projection and Sound Equipment.

THE IRAQI COMPANY FOR FILMS & CINEMA, P.O. Box 206, Baghdad. Products Sold: National Theatre Supply Company line. AREA SERVED—Iraq.

IRELAND

AUTOMATICKET LTD., 7-8 Eden Quay, Dublin. Telephone: Dublin 79619. Products Sold: Tickets, Ticket Issuing and Recording Machines.

C. NAPIER ASSOCIATED CINEMA EQUIPMENTS LTD., 5 Jervis Street, Dublin. Telephone: 46646. Products Sold: Philips Projection and Sound Equipment.

RANK AUDIO VISUAL LTD., 81 Lower Leeson Street, Dublin 2. Telephone: 64976/7. Manager—J. Callan. Products Sold: 70/35mm Projection, Screens, Lenses, Full 16mm Range, Public Address Equipment, Stage Equipment and Lighting, Furnishings, Seats, Carpets, Floor Coverings, Draperies, etc. Cinemation and Cinematic Automatic Theatre Control Systems and other automated projection devices.

RCA GREAT BRITAIN LTD., 34 Lower Abbey Street, Dublin. Telephone: 43842. Branch Manager—H. W. Neill. Products Sold: Theatre and Sound Equipment.

THE STRAND ELECTRIC AND ENGINEERING COMPANY LTD., 30 Upper Abbey Street, Dublin 1. Telephone: 47078. Branch Manager—Kevin Bourke. Products Sold: Stage and TV Lighting, Curtains, Screens and other theatre equipment.

WESTREX COMPANY LTD., Veritas House, 7-8 Lower Abbey Street, Dublin 1. Telephone: Dublin 47731-2. Products Sold: Westrex Line.

ISRAEL

AMPA, LTD., 16 Petah Tikvah Rd., P. O. Box 636, Tel-Aviv. Telephone: 3228. PERSONNEL—Theatre Department Manager: M. Kolari. Products Sold: National Theatre Supply Company line. AREA SERVED—Israel.

ISRELECTRA, 12 Allenby Rd., Haifa. Products Sold: Philips Projection and Sound Equipment.

LEVANT X-RAY, LTD., 39 Walfson St., Tel-Aviv. Telephone: 821566. PERSONNEL—H. H. Aldor. AREA SERVED—Israel.

ITALY

PHILIPS RADIO S. P. A., Piazza IV Novembre 3, Milan. Products Sold: Philip Projection and Sound Equipment.

MOLE-RICHARDSON (Italia) s.r.l., Via del Velodromo 70, Rome. Sale—Rentals of technical equipment for cinema-television-photography. Products Sold: Mole-Richardson, Rank Organisation, Audio Visual, Rank Studio Equipment, Rank Taylor Hobson Division. Also Leevers-Rich, Ltd., Morganite, SATEC "Dyaliscope," Colortran Industries, Moviola, Ilford Ltd., Photo Research. AREA SERVED—Italy, Yugoslavia, Greece, Bulgaria, Ethiopia and Middle East.

WESTREX COMPANY, ITALY, 65 Costantino Maes, Rome. Telephone 83.92.9.90. Products Sold: Westrex line. AREA SERVED—Italy.

JAMAICA

PALACE AMUSEMENT COMPANY (1921) LTD., 1A South Camp Rd., P.O. Box 211, Kingston, Jamaica, West Indies. PERSONNEL—Managing Director: Douglas Graham; Assistant Manager: Lloyd Alberga; Executive Engineer: Balfour Richards; Chief Accountant: Hugh Terrelonge. Products Sold: Rank Precision Industries (England), National Theatre Supply Co. line, Bell & Howell 8mm & 16mm Cine Equipment, Arriflex Cine Equipment, Cable address. PALAMCO, Kingston, Jamaica. Telephone: 81248 (3 lines).

RUEL SAMUELS LTD., 2 Lismore Avenue, Kingston, 5. Products Sold: Westrex Co. and Frieseke & Hoepfner line. AREA SERVED—Jamaica.

COMMODITY SERVICE COMPANY (JAMAICA) LTD., P.O. Box 114, Kingston. Products Sold: Philips Projection and Sound Equipment.

JAPAN

NIHON EIGA SHIZA COMPANY, LTD., Chubo-Keizai—Kaikan Building, 3-1, Funieri—Cho Nakamuraku Nagoya-Shi, Aichi.

NIHON EIGA SHIZA COMPANY, LTD., 7, Minamicho, Dori, Sendai-shi, Miragi.

NIHON DENSHI KOGYO K.K. (Japan Electronic Mfg. Corp.) 325, Sanshin Bldg., 1-10 Yurakucho, Chiyoda-ku, Tokyo, Japan. PERSONNEL—President: H. Akatsu, Managing Director: Y. Nakajima. Products Sold: Wireless Microphones, Sound Equipment, Recording Equipments, and RCA Theatre Equipments. AREA SERVED—Far East.

NIHON DENSHI TELEVI K.K., Room 212, Sanshin Building, Yurakucho, Chiyodaku, Tokyo. Products Sold: RCA Theatre and Sound Equipment.

J. OSAWA & CO., LTD., Toranomon, Minato-ku, Tokyo. Telephone: 502-22110. Cable Code: OSAWACO TOKYO.

*WESTREX COMPANY, ORIENT, Chiyoda Building, Room 615, 14-chome, Marunochi Chiyoda-ku, Tokyo. Products Sold: Westrex Co. line. AREA SERVED—Japan.

PHILLIPS PRODUCTS SALES CORP. OF JAPAN, Kokusai Bldg., 7th Floor, Marunouchi, Chiyoda-Ku, Tokyo.

JORDAN

HASSAN HAMMAD, P. O. Box 621, Amman. Product Sold: Westrex Line.

MOHAMMAD O. SUWYEH AND BROTHERS, P. O. Box 502, Amman. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

TRANSJORDAN ENGINEERING COMPANY, LTD., P.O. Box 1, Amman. Products Sold: Philips Projection and Sound Equipment.

DAVID A. ARAFAT, P.O. Box 4, Nablus. Products Sold: Gaumont-Kalee line.

KENYA

ELECTRONIC AIDS (EAST AFRICA) LTD., Cargen House, Coronation Ave., P. O. Box 65–40, Nairobi. Telephone: 2-2273. Products Sold: Strand Electric & Engineering line.

SAFARI AIR SERVICES Ltd., P. O. Box 1951, Nairobi. Product Sold: Westrex Line.

TWENTSCHE OVERSEAS TRADING COMPANY, LTD., Nairobi, Mombusa. Products Sold: Philips Projection and Sound Equipment.

LEBANON

PHILIPS LIBAN S.A., P.O. Box 670, Beirut. Products Sold: Philips Projection and Sound Equipment.

*WESTREX COMPANY, EAST, Pan American Building, Room 408, Place Riad Solh, Beirut. Products Sold: Westrex Co. line. AREA SERVED—Near East.

N. ZABBAT, Post Box 741, Beirut. Products Sold: Gaumont-Kalee line.

LIBERIA

A. MANSOUR AND SONS, P.O. Box 207, Monrovia. PERSONNEL—Manager: F. A. Mansour. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

OOS'T AFRIKAANSE COMPAGNE, Monrovia. Products Sold: Philips Projection and Sound Equipment.

MALTA

P. CUTAJAR & COMPANY, LTD., 12 St. Paul's Street, Valletta. Products Sold: Rank-Kalee line.

E. ELLUL & SONS, Imperia, St. Louis St., Maida. Product Sold: Westrex Projection and Sound Equipment.

CHARLES A. MICALIEF AND COMPANY, LTD., 282 Kingsway, Valletta. Telephone: C24313-C21506. Products Sold: Philips Projection and Sound Equipment.

MAURITIUS

ADAM AND COMPANY, LTD., P.O. Box 53, Port Louis. Products Sold: Philips Projection and Sound Equipment.

ATCHIA JUNIORS, 4, Church Street, Port Lous, Product Sold: Westrex Line.

BLANCHE, BIRGER COMPANY, LTD., 18 Pope Hennessy St., Port Louis. Products Sold: RCA Theatre and Sound Equipment.

MEXICO

A.C.S.A., APARATOS CINEMATOGRAFICOS S.A., Av. Baja California No. 284, Ier Piso, Mexico 11, D.F. Products Sold: Rank Cinemeccanica.

*DEKSA, S. A., Acenida Juarez No. 42, Edificio "B," 90 piso, Mexico 1, D.F. Telephone: 10-4600, General Manager: Jorge Philippe M. Products Sold: Theatre, Studio and Laboratory equipment and accessories, full television transmitting equipment and Illumination. Broadcast equipment.

EQUIPOS PARA CINES, S.A., Av. Insurgentes Sur 600, Mexico 12, D.F. Telephone: 43-42-80, 23-19-89. PERSONNEL—President: Manual Ampudia. Manager: Manuel Ampudia Girón. Products Sold: National Theatre Supply Co. line.

PHILIPS S.E.T. Apartado Postal 21420, Mexico 7, D.F. Products Sold: Philips Projection and Sound Equipment.

SONITEL MEXICO SA, Zacatecas 182, Mexico D.F., Mexico. Product Sold: Westrex Line.

MOROCCO

SAMTEL, IMMEUBLE "LIBERTE," Place Lemiagre-Dubreuil, Casablanca.

SOCIETE CINESON, Boite Postale 5036, Casablanca. Product Sold: Westrex Line.

NETHERLANDS

PHILIPS NEDERLAND N.V., Eindhoven. Products Sold: Philips Projection and Sound Equipment.

NEW GUINEA

ROBERT GILLESPIE (N. G.), LTD., Rabaul. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Territory of New Guinea.

NEW ZEALAND

CHARLES CARRAD, LTD., Civic Theatre Building, Bledisloe St., Auckland. Products Sold: Philips 35mm, 35/70mm, 16mm. Sound Film and Projection Equipment. (Sole Agency.)

KERRIDGE ODEON INDUSTRIES LTD., 6th Floor, 246 Queen Street, P.O. Box 2191, Auckland, C.I. Products Sold: Rank—Kalee, "Ship" Carbons, Motion Picture & T.V. Production equipment.

PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND, LTD., P. O. Box 2097, Wellington. Products Sold: Philips Projection and Sound Equipment.

CHARLES CARRAD, P. O. Box 5020, Civic Theatre Building, Auckland, New Zealand. Products Sold: Philips Projection and Sound Equipment.

WESTERN ELECTRONICS, 58 Kent Terrace, Wellington, New Zealand. Product Sold: Westrex Projection and Sound Equipment.

NICARAGUA

OCTAVIO ROCHA, Apartado 2-4-2, Managua. Products Sold: National Theatre Supply Company line, "National" Carbons. AREA SERVED—Nicaragua.

SUCESORES DE RAFAEL CABRERA, Apartado 1267, Telephone: 3037, 2751, Managua. Products Sold: Ballantyne Royal Sound Master Theatre Equipment, RCA 16mm Projectors, National Projector Carbons.

NIGERIA

PHILIPS (NIGERIA) LTD., P. O. Box 1136, G. P. O. Lagos. Products Sold: Philips Projection and Sound Equipment.

NORWAY

HANS H. KNUTSEN AND COMPANY Kongensgt. 15, Olso. Products Sold: Rank Organisation, Bell and Howell, Eugene Bauer, Lorraine Carbons.

NORSK A/S PHILIPS, P.O. Box 5040, Oslo. Products Sold: Philips Projection and Sound Equipment.

PAKISTAN

ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulistan Cinema Building, Ramna, Dacca. PERSONNEL—Manager: Karim Kassamally. Products Sold: National Theatre Supply Company line.

ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulshan-E-Nusrat Building, Victoria Road, Saddar, Karachi 3. PERSONNEL—Managing Director: Arshad Hameed. Products Sold: National Theatre Supply Company line.

FILM FACTORS, LTD., Oosman Chambers, 2nd Flr., Victoria Road, Karachi 3. Products Sold: Rank Organisation and Cinemeccanica lines.

PHILIPS ELECTRICAL COMPANY OF PAKISTAN, LTD., P. O. Box 7101, Karachi. Products Sold: Philips Projection and Sound Equipment.

ELECTRONICS AND FILM EQUIPMENT, LTD., Luxmi Mansion, The Mall, Lahore. PERSONNEL—Manager: Anwar Hussain. Products Sold: National Theatre Supply Company line.

WESTREX CO. EAST, Attar Singh Bldg., P. O. Box 149, The Mall, Lahore. Karachi and Ramna. Product Sold: Westrex Line.

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